MARCH 26, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

New surveys again prove preference for WHO!

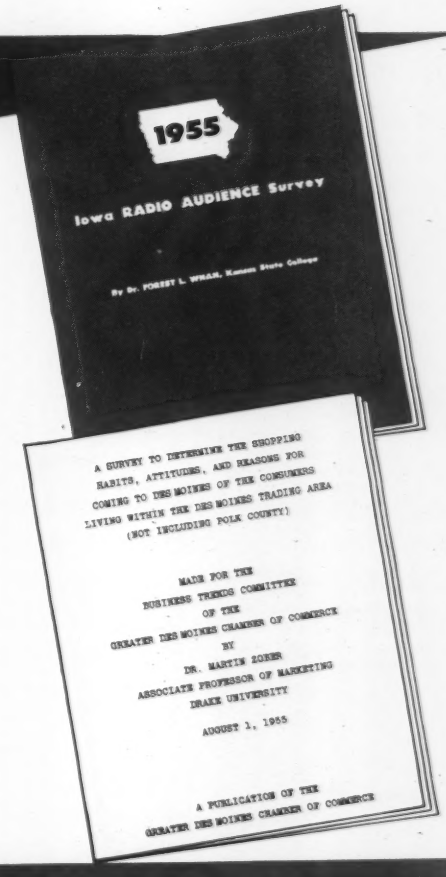
Study by Des Moines Chamber of Commerce Parallels Findings of Iowa Radio Audience Survey!

NOW another new survey reaffirms what the Iowa Radio Audience Surveys have shown for years!

The new 46-county study has just been released by the Greater Des Moines Chamber of Commerce. It was made for the benefit of Des Moines merchants—to discover why people shop in Des Moines—to show what Des Moines merchants can do *to improve their own businesses.*

Significantly, this Survey shows that WHO Radio is listened-to-most by 61.4% of the Des Moines Trading Area's families. (The new 1955 Iowa Radio Audience Survey reports 59.2% for the State as a whole!).

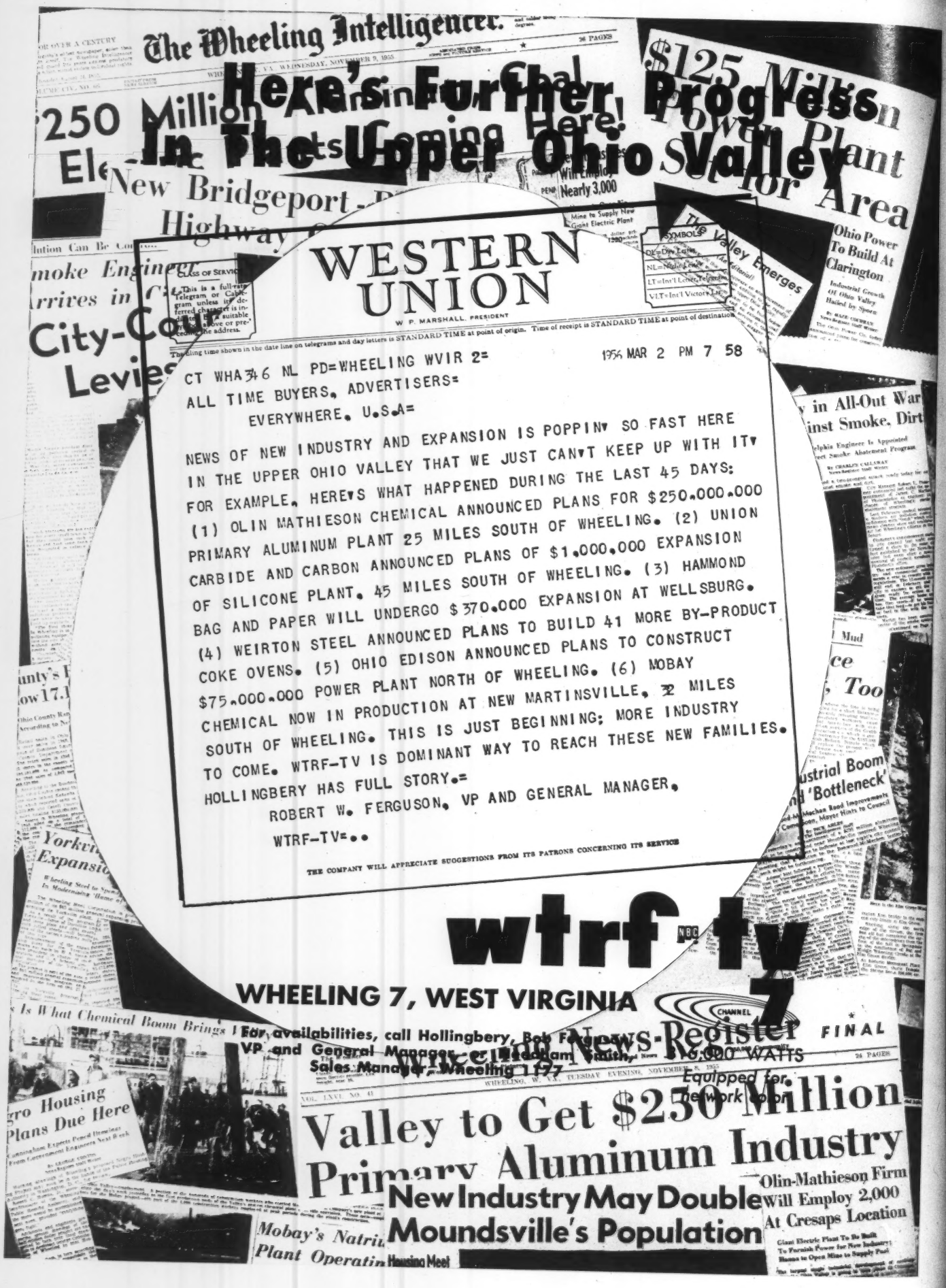
Copies of the Iowa Radio Audience Survey are now available. They tell you just about everything you need to know about radio in Iowa. *Write for your free copy today!*

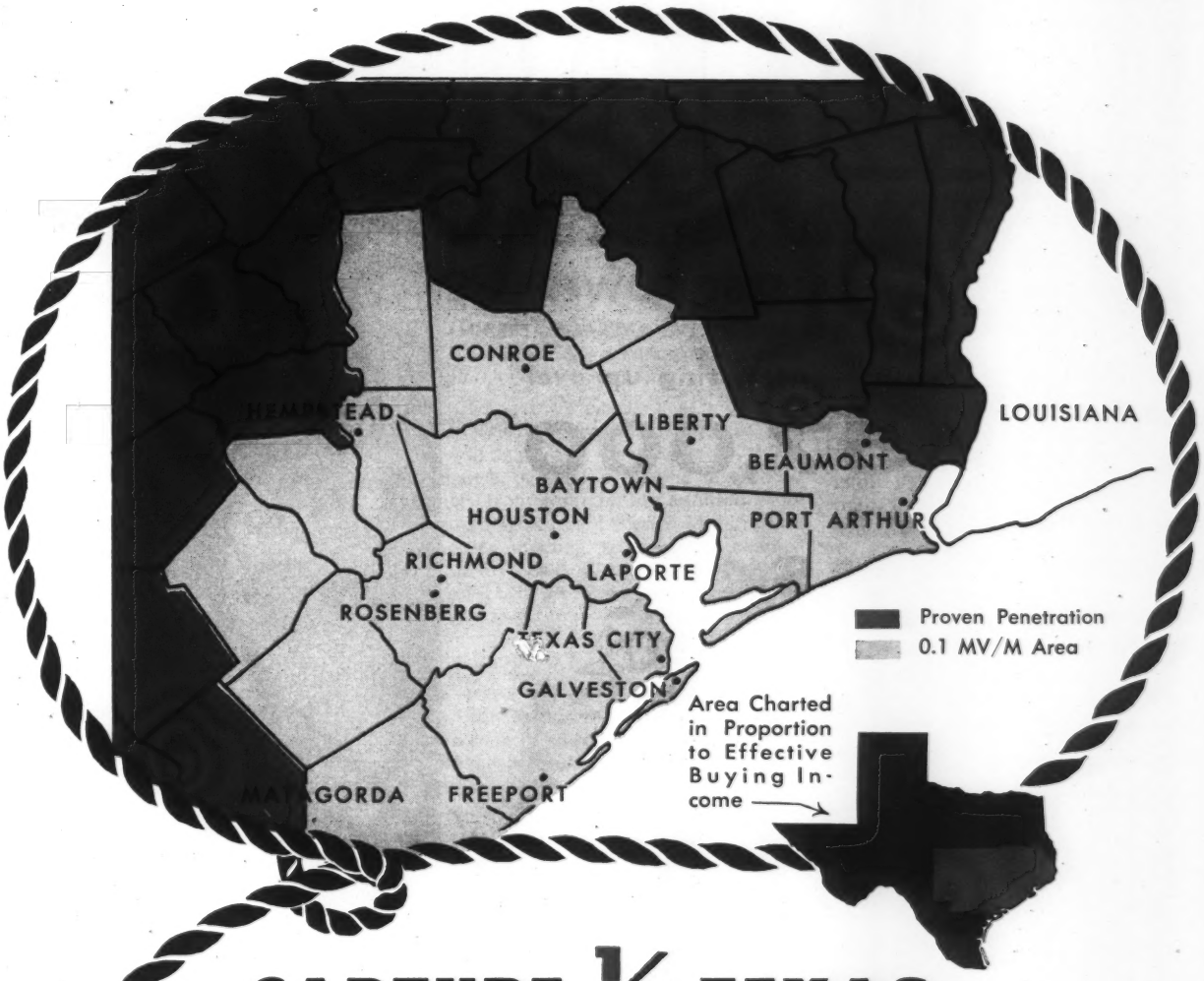

1955
Iowa RADIO AUDIENCE Survey
A SURVEY TO DETERMINE THE SHOPPING HABITS, ATTITUDES, AND REASONS FOR COMING TO DES MOINES OF THE CONSUMERS LIVING WITHIN THE DES MOINES TRADING AREA (NOT INCLUDING POLK COUNTY)
MADE FOR THE BUSINESS TRENDS COMMITTEE OF THE GREATER DES MOINES CHAMBER OF COMMERCE
BY
DR. MARTIN ZOBEN
ASSOCIATE PROFESSOR OF MARKETING
DRAKE UNIVERSITY
AUGUST 1, 1955
A PUBLICATION OF THE GREATER DES MOINES CHAMBER OF COMMERCE

NBC Affiliate

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager


The Wheeling Intelligencer.
Here's Further Proof
In The Upper Ohio Valley
WESTERN UNION
W. P. MARSHALL, PRESIDENT
1956 MAR 2 PM 7 58
CT WHA346 NL PD=WHEELING WVIR 2=
ALL TIME BUYERS, ADVERTISERS=
EVERYWHERE, U.S.A=
NEWS OF NEW INDUSTRY AND EXPANSION IS POPPIN▼ SO FAST HERE
IN THE UPPER OHIO VALLEY THAT WE JUST CAN▼T KEEP UP WITH IT▼
FOR EXAMPLE, HERE▼S WHAT HAPPENED DURING THE LAST 45 DAYS:
(1) OLIN MATHIESON CHEMICAL ANNOUNCED PLANS FOR $250,000,000
PRIMARY ALUMINUM PLANT 25 MILES SOUTH OF WHEELING. (2) UNION
CARBIDE AND CARBON ANNOUNCED PLANS OF $1,000,000 EXPANSION
OF SILICONE PLANT, 45 MILES SOUTH OF WHEELING. (3) HAMMOND
BAG AND PAPER WILL UNDERGO $370,000 EXPANSION AT WELLSBURG.
(4) WEIRTON STEEL ANNOUNCED PLANS TO BUILD 41 MORE BY-PRODUCT
COKE OVENS. (5) OHIO EDISON ANNOUNCED PLANS TO CONSTRUCT
$75,000,000 POWER PLANT NORTH OF WHEELING. (6) MOBAY
CHEMICAL NOW IN PRODUCTION AT NEW MARTINSVILLE, 32 MILES
SOUTH OF WHEELING. THIS IS JUST BEGINNING; MORE INDUSTRY
TO COME. WTRF-TV IS DOMINANT WAY TO REACH THESE NEW FAMILIES.
HOLLINGBERY HAS FULL STORY.=
ROBERT W. FERGUSON, VP AND GENERAL MANAGER.
WTRF-TV=..
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE
wtrf-tv
NBC
WHEELING 7, WEST VIRGINIA
CHANNEL 7
For availabilities, call Hollingbery, Bob Ferguson, VP and General Manager, or Headley-Reed, Sales Manager, Wheeling 1177
Wheeling News-Register
FINAL
Valley to Get $250 Million Primary Aluminum Industry
New Industry May Double Moundsville's Population
Olin-Mathieson Firm Will Employ 2,000 At Cresaps Location



CAPTURE 1/4 TEXAS with kgul TV

kgul's area coverage encompasses Galveston, Houston and the Texas Gulf Coast market. The buying power of this market area represents over 25% of the total buying power for the state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

kgul-tv... Texas-size buy	State of Texas	KGUL-TV's Total Coverage Gulf Coast TV Market	KGUL-TV's %
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

SOURCE: Sales Management Survey of Buying Power, May 1955

GULF TELEVISION COMPANY Galveston, Texas

kgul TV 11

Represented Nationally By CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV

TELECASTING FROM TEXAS
TALLEST TOWER .....
1685 FEET ABOVE AVERAGE TERRAIN

helps make grocers' cash registers ring up over

$550,457,000*

in food sales annually in the

TOP O' TEXAS MARKET

The Top O' Texas Market means 42 counties in which live more than 2,250,000 people who own in excess of 564,080 television sets. And no other medium sells the Top O' Texas Market like KRLD-TV, Channel 4.

*Source:
U. S. Census
of Business, 1954.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit.

BLOCK BOOKING? • One of most controversial proposals yet made to Senate Commerce Committee will be introduced today (Monday) by Richard A. Moore, president-general manager of successful independent ch. 11 KTTV (TV) Los Angeles. He is expected to advocate reduction of network option time in prime evening periods on grounds it is inhibiting development of syndicated and other program sources. His testimony will be based at least in part on detailed memorandum he submitted privately several months ago to FCC's network investigating staff. Mr. Moore now feels free to speak publicly, as individual, since expiration of his term as chairman of all-industry Television Bureau of Advertising.

B•T

IN 83-PAGE MEMO to FCC network study group Mr. Moore charged network option time constituted block booking—not unlike that outlawed for motion picture producers and exhibitors under Dept. of Justice consent decree several years ago. It was his contention that because networks have desirable evening periods sewed up in many markets, advertisers find it impossible to clear good time for syndicated shows, and hence syndicators are finding it tougher to produce for anything but network distribution.

B•T

AD HOC EXIT • Frank Marx, ABC engineering vice president, has quietly quit *ad hoc* committee set up by Sen. Warren G. Magnuson to devise new tv allocations plan. Mr. Marx reportedly told committee chairman, Dr. Edward L. Bowles of Massachusetts Institute of Technology, that he withdrew in belief committee had flunked its assignment and had let time run out on its mission of coming up with allocations repair to help uhf situation.

B•T

HERE'S capsule history of ad hoc *committee: It was formed June 21, 1955, held organizational meeting that day, has not met since in committee of the whole. Since then Dr. Bowles has urged expansion of committee and its scope—to include economic advisers and considerations, and has suggested Congress ante up $150,000 or more for special study by university (presumably MIT). Expansion plans now seem arrested at least temporarily by unexpected contraction of membership with resignation of Mr. Marx.*

B•T

SPOTS AND CHECKS • Television Bureau of Advertising is making painstaking double-checks to be sure its forthcoming estimates of spot dollar spending by advertisers in last quarter of 1955 are holeproof. Basic information came from Rorabaugh Reports covering most operating tv stations, but TvB independently has obtained detailed revenue breakdowns from more than 60 stations and is using that information to validate or correct Rorabaugh figures. Station revenue reports have been submitted in confidence to International Business Machines, which then works up group figures, concealing identity of individual stations, for submission to TvB statisticians.

B•T

REPUBLICAN National Committee through its agency, BBDO, New York, has set Sept. 20 as its kickoff date for political campaigning on network television and radio. Other details not firm yet.

B•T

SHOWDOWN • There's possibility that FCC will learn this week whether it has any chance, or none, of getting several vhf channels from military for addition to tv spectrum. Office of Defense Mobilization is planning meeting, tentatively scheduled for Thursday, with FCC and other government officials, in hope it will result in understanding.

B•T

WBBM Chicago's declaration of Milwaukee as "open city" for beaming CBS Radio shows, now that network is without affiliate there, is expected to be big factor in Milwaukee ratings picture. Pulse figures will reflect listener data on CBS o&o Chicago outlet in forthcoming surveys.

B•T

DELAYED BY WEATHER • Transaction whereby J. H. Whitney & Co. would acquire ch. 11 KGUL-TV Galveston-Houston for about $4,300,000 [CLOSED CIRCUIT, March 19] reportedly was still in negotiation last week, having been delayed by inclement Eastern weather which prevented Whitney attorneys and principals in New York area from making Houston trip as planned. Negotiations have been resumed, however, for CBS affiliated station. Paul E. Taft, president-general manager and 40.5% owner, would continue as directing head, reacquiring about 10% in new company, to be headed by John Hay Whitney.

B•T

PRESIDENT EISENHOWER's nomination last week of James Durfee, Wisconsin Public Utilities Commission member, to be member of Civil Aeronautics Board, (and expected to be named chairman) has FCC significance too. Warren E. Baker, FCC general counsel, had been mentioned for CAB post (he is CAA alumnus).

B•T

SECRET'S OUT • Television can claim real beat over movies in NBC-TV's signing of Katharine Cornell with "Barretts of Wimpole Street" for April colorcast on *Producer's Showcase*, but it represents two-year campaign by *Matinee Theatre* producer Albert McCleery. Clincher was full-dress, top secret, closed circuit performance in locked NBC New York studio in January when Miss Cornell tried on tv from all aspects. She consistently refused movie offers through the years, but finds live tv akin to stage.

B•T

REPORTS were current again last week that CBS would participate in big New York metropolitan area "Television City" project being promoted by impresario Billy Rose. It was ascertained that CBS Inc. president Frank Stanton and his associates did attend session at which project was pitched but that not even a preliminary commitment was made.

B•T

AMERICAN FIRST • How do Canadian viewers rate U. S. programs as against those of state-controlled CBC? Commentator Patrick Nicholson, in Ottawa, reports that best yardstick of public's probable free choice is seen in Toronto and Vancouver where Canadians have choice of CBC or U. S. stations. "Of the 10 most popular programs in each of the centers, nine are American," he related.

B•T

INTERESTING development at FCC has some tongues wagging that Chairman McConnaughey is following Ike's "team" idea. Comment sparked by appointment last week of three-member committee of commissioners to be responsible for hammering out satisfactory final decision on proposed approval of private intercity radio relay systems (see story page 82). Earlier, FCC chairman named committee of four commissioners to oversee network study.

B•T

HOLDOVERS • Indications that administration may have dropped its iron-clad policy of no reappointment of holdovers to independent agencies seen in appointment by President Eisenhower of Edgar B. Brossard, Utah Republican, for new term on United States Tariff Commission, to run until 1962, confirmed last week by Senate. Chairman Brossard has served since Coolidge appointment in 1925. Appointment regarded as of possible significance in view of expiration of term of Commodore E. M. Webster as member of FCC June 30. He would accept reappointment but is not actively campaigning for it. Comr. Webster is independent and assumed office April 10, 1947, after having served in Coast Guard and on FCC's engineering staff.

B•T

YOUNG (31) Samuel M. McMillan, special staff consultant handling Senate Small Business Subcommittee investigation of daytime broadcasting, was hand picked for job. Qualifications: Alabaman (Sen. John Sparkman [D-Ala.] is chairman of full committee), attorney (Harvard 1954), technician (he worked at various times for U. S. Army Signal Corps., Western Electric, Sperry Gyroscope, and was Marine Corps radarman).

IT'S WHB'S REGION, TOO!

263 1st place ¼ hours out of 288 . . .
. . . 25 second place ¼ hours . . . and nothing lower!

That's what Kansas City AREA PULSE says about WHB

for 594,700 radio homes in 66 counties of 3 states
Monday-Saturday, 6 a.m. - 6 p.m.
Average share of audience 25% ahead of second station!

42.9% average share of audience all-day
(2nd station: 16.6%)
WHB first by far in *every* time period!

That's what Kansas City AREA NIELSEN says about WHB

for the 542,700 radio homes in the N.S.I. Area
all day and night, 6 a.m. to midnight, Monday-Saturday

49.1% average share of audience all-day

That's what the latest Kansas City HOOPER says about WHB

WHB leads in every Hooper ¼ hour,
6 a.m. - 6 p.m., Monday through Saturday.

So you see, WHB dominates the Kansas City *area* as convincingly as it dominates metropolitan K.C. audiences. Get the big story from the man from Blair, or WHB General Manager George W. Armstrong!

WHB 10,000 watts—710 kc
Kansas City

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

Threat of Anti-Aid Passage Spurs NARTB, Brewers Action

GRAVE DANGER that House will enact bill (HR 4627) to ban all beer advertising on radio-tv seen at weekend as NARTB and U. S. Brewers Foundation alerted memberships to Congressional situation. Legislators are said to be receiving tens-of-thousands of messages ascribed to professional dry agitators, with general public unaware of situation.

NARTB President Harold E. Fellows called on broadcasters Friday to voice their opposition to senators and representatives. He said bill may be amended to ban only radio-tv beer advertising, dropping newspapers and other media from language.

Brewers' group told by Clinton M. Hester, Brewers' Washington counsel, he believes bill will be enacted if brought to floor of House. He urged brewers to contact legislators. He said brewers had used commercial radio-tv time in North Dakota and Washington to acquaint public with similar legislation, leading to its defeat, and urged them to be prepared to contact public on national basis via radio-tv if go-ahead is given.

Los Angeles Agencies Merge

MERGER of Jordan Co., Los Angeles agency, with Hixon & Jorgensen Inc., Los Angeles, effective April 1, announced Friday by principals Paul Jordan and Kai Jorgensen. Company billings exceed $500,000 annually.

BEAUTY ON AD ROW

"ADVERTISING's Miss 1956" is Ann Fiorillo, assistant timebuyer, MacManus, John & Adams Inc., New York, says Assn. of Advertising Men & Women, contest sponsor. Miss Fiorillo is 21, brunette and from Bronx.

Miss Fiorillo will officiate as reigning queen of association's Inside Advertising Week, April 1-6. Runnersup: Janey Allen, media department, The Shaller-Rubin Co., New York, and Barbara Eichbauer, assistant to media buyer, Atherton & Currier Inc., New York.

Fms Oppose By-Laws Change, Ask Extension on Multiplexing

NARTB Fm Radio Committee voted unanimously Friday to petition association's board to hold referendum on recent by-laws change that will remove eight at-large directorships from board next year. By-law was voted by membership recently in surprisingly close contest. Five percent of membership must sign petition to require membership vote.

Committee decided to ask FCC to extend for one year effective date (July 2) of order requiring stations engaging in simplex operations to change to multiplex equipment. Group unanimously decided not enough satisfactory equipment will be available by deadline.

CBS HITS ALL-TIME SALES, EARNINGS HIGH

SALES AND PROFITS of CBS Inc. reached all-time highs in 1955 with net revenues and sales aggregating $316,572,766 for grain of 12.9% over 1954 high mark and consolidated net income (after taxes) amounting to $13,397,427 for 17.4% rise over preceding year, Chairman William S. Paley and President Frank Stanton disclose in annual report being released today (Mon.)

They said CBS-TV's gross time sales rose 29%, maintaining position as "the largest advertising medium in the world," and that CBS Radio "continued to lead its competitors in gross volume of sales" and gave indications that "the downward trend in radio revenues, due to the incursions of television, may now, for CBS Radio, be halted" (example: earnings in last quarter of 1955 exceeded same quarter 1954). Gross billings of CBS Television Film Sales, part of CBS-TV division, were 85% higher than in 1954. Columbia Records enjoyed best sales volume in its history. Of other CBS Inc. divisions they said:

"Despite an increased volume of business, CBS-Hytron (tubes) failed to be profitable in 1955, due to high developmental costs in color as well as to heavy price competition in picture tubes. CBS-Columbia (receivers) was faced with product difficulties early in the year and also failed to operate profitably. It is hoped that important changes in procedure made during 1955 will bear fruit in 1956 . . . CBS Labs continued to expand its activities . . . CBS International, set up to market CBS and allied products in foreign countries, successfully completed its first full year of operation."

In summary of 1955 highlights, they also reported "disappointment" in public slowness to accept color tv despite expanded color programming, conceded set prices might still be deterrent, said "CBS will continue its work in 1956, and watch the market carefully, keeping itself at full alert to take advantage of any upsurge in consumer demand as rapidly as it becomes manifest."

On subscription tv: " . . . CBS could doubtless prosper even if pay television were successful, but it opposes pay television as contrary to the public interest."

On Washington climate: "Increasingly in 1955 broadcasting has been the object of attention from legislative and administrative bodies . . . it was often difficult to discern what future legislative or administrative intentions might be, and thus what effect they might have upon the business of broadcasting.

On 1956 outlook: "This cloudy climate in Washington must be taken into account in assessing the outlook for CBS in 1956. Formal legislation or administrative law could, if given thoughtless direction, hamper the service broadcasting today renders the American public. Offset against this possibility is the great natural strength and vigor of CBS in the present. Television broadcasting is also a 'new' business, still; so new that growth factors for a leading company in broadcasting still operate very strongly. Considering all factors, and given general conditions of stability, we believe ourselves justified in reaffirming, for 1956, the conservative optimism for the success of CBS operations that we expressed a year ago."

• BUSINESS BRIEFLY

FLIT GUNNING • Esso Standard Oil Co., New Jersey, launching flexible summer radio spot campaign for Flit insecticide middle of next month to run through September, starting in "early summer" in areas of Louisiana, and other southern states second week of April, and "late summer" areas, viz., New England, in June. Campaign, which will cover 18 states, will be supplemented by tv announcements on firm's *Esso Reporter* news programs. Agency: McCann-Erickson, N. Y.

GE ON ABC-TV • General Electric, through Young & Rubicam, N. Y., expected to sign shortly for sponsorship of half-hour Tuesday, 9-9:30 p.m. period on ABC-TV. Type of program not determined, it's understood. General Electric also sponsors ABC-TV's *Warner Bros. Presents* and will continue next season.

RED GOOSE LOOKING • Red Goose International Shoe Co., St. Louis, through D'Arcy Adv., St. Louis, understood interested in sponsoring three "kiddie spectaculars" for next fall.

TIME FOR TWINE • Coincident with beginning of season when hay is bundled, Plymouth Cordage Co. (twine) is launching 10-week spot radio campaign in 25 midwestern markets, starting in Texas and reaching northward. Agency: Fuller & Smith & Ross, N. Y.

ROOT BEER CAMPAIGN • Charles E. Hires Co. (root beer), Philadelphia, set to begin 26-week spot radio campaign in mid-April in 13 metropolitan markets, including New York, Los Angeles, San Francisco and Washington. Agency: N. W. Ayer & Son, N. Y.

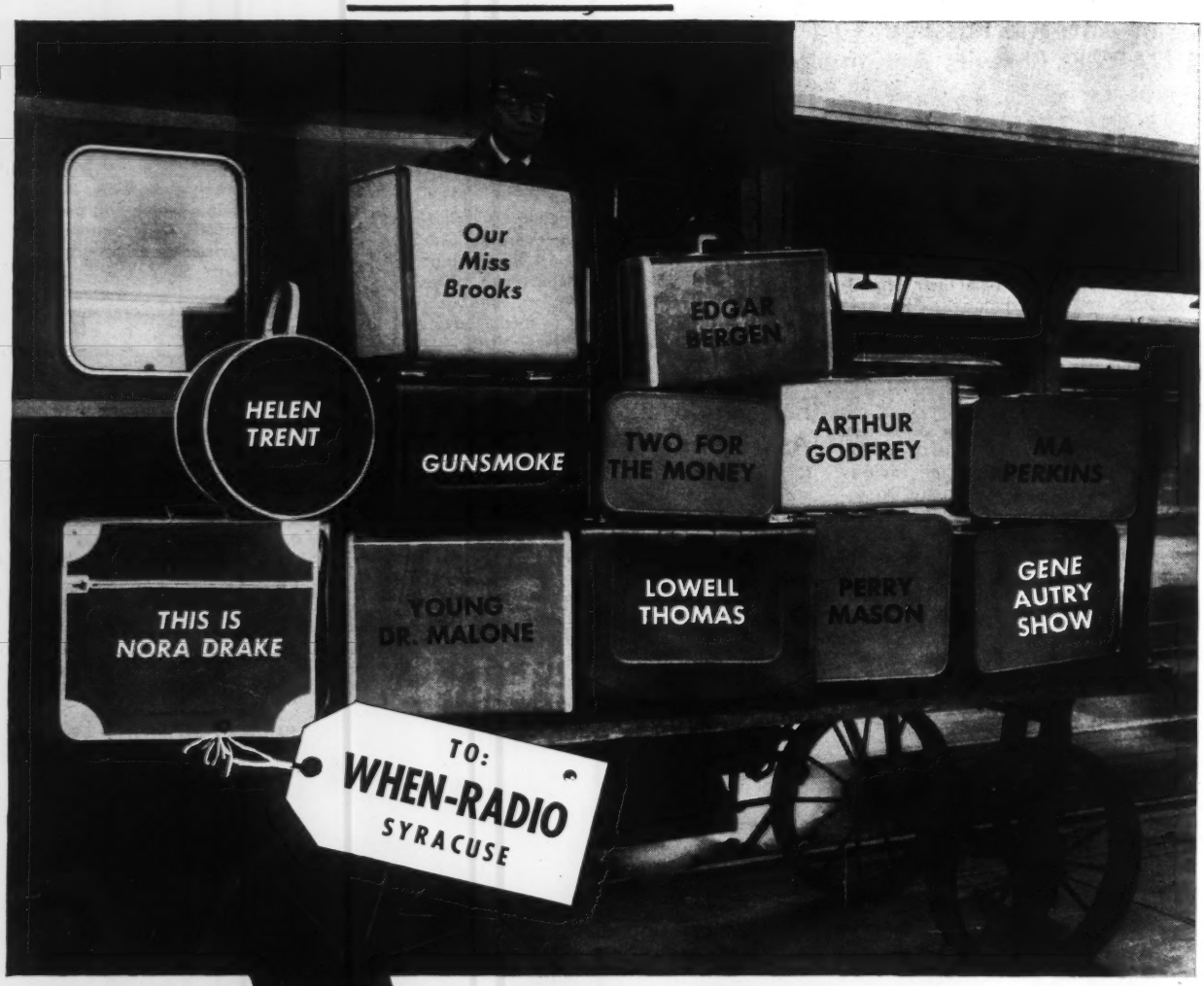
DATES ON RADIO • Dromedary Div. of National Biscuit Co. (Dromedary dates), N. Y., starting radio spot announcement campaign end of March for four weeks on 12 stations in five markets. Lennen & Newell, N. Y., is agency.

PRODIGAL RETURNS • Electric Auto-Lite Co. (batteries and sparkplugs), Toledo, Ohio, returning to tv sponsorship for first time in two years (after dropping *Suspense* on CBS Radio and CBS-TV in 1954) with sponsorship of syndicated 30-minute film programs in New York, Philadelphia, Chicago, Minneapolis and St. Paul, starting early next month. Agency for Auto-Lite is Grant Adv., Chicago and New York.

TV FOR CEREALS • National Biscuit Co. launching six-week introductory tv participation campaign in 13 markets in New England and upstate New York for Shredded Wheat Juniors (children's cereal), April 16, using 16 stations. Firm also is buying nine-week tv spot campaign for Nabisco Wheat Honeys and Rice Honeys in 20 markets located in Ohio, Michigan and Indiana, placed on approximately 20 stations. Both campaigns will utilize children's programs. Agency for Nabisco is Kenyon & Eckhardt, N. Y.

RISE PLANNING • Lever Bros. (Rise shaving cream), N. Y., reportedly preparing spot television campaign to break shortly. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Arriving **WHEN**-radio...April 1



KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

RKO Teleradio Sells WGTH To Killgore for $250,000

SALE of 5 kw, ABC and MBS-affiliated WGTH Hartford, Conn. (on 1410 kc) by RKO Teleradio Pictures Inc. to Tele-Broadcasters Inc. (E. Scott Killgore) reported Friday. Price understood to be in neighborhood of $250,000. Tele-Broadcasters already owns WKXL Concord, N. H.; WARE Ware, Mass.; WKXV Knoxville, Tenn., and has application pending for $175,000 purchase of KUDL Kansas City.

Sale of ch. 18 WGTH-TV Hartford by RKO Teleradio to CBS for $650,000 is pending FCC approval. RKO Teleradio (Tom O'Neil) also owns WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla., Yankee and Don Lee networks and majority of Mutual Broadcasting System.

1955 Bad Year for DuMont: Net Loss at $3,674,000

NET LOSS last year of $3,674,000 reported Friday by Allen B. DuMont Labs. Figure includes broadcasting operations separated from company in last December's spin-off of DuMont Broadcasting Corp. Gross income for year, not including broadcasting operations, stood at $58,801,000, which compared with $71,458,000 in 1954. Earnings of $870,000 in 1954 took broadcast losses into account. DuMont that year also made over $6.7 million in capital gain from sale of WDTV (TV) Pittsburgh. Loss in 1955 is equivalent to $1.56 per share of common stock, DuMont said.

Thoms Buys Rest of WCOG

PURCHASE of remaining 75% ownership of ABC-affiliated WCOG (1320 kc, 5 kw day, 1 kw night) Greensboro, N. C., by Harold H. Thoms and family for $67,500 announced Friday with filing of application for FCC approval. Mr. Thoms already owns 25% of Greensboro station, also owns 100% of WISE-AM-TV Asheville, N. C., 75% of WEAM Arlington, Va. (Washington), and 25% of WAYS Charlotte, N. C. The 75% interest in WCOG is being bought from George W. Dowdy, B. T. Whitmire and J. H. Doughton. Same trio is associated with Mr. Thoms in Charlotte station. Mr. Whitmire owns 20% of WAKN Aiken, S. C.

WSAY Stay Request Denied

COURT OF APPEALS in Washington Friday denied request by WSAY Rochester, N. Y., for stay order against FCC ruling permitting ch. 10 sharetimers WHEC-TV and WVET-TV Rochester to continue operating while protest hearing is underway. WSAY protest hearing against 1953 sharetime grant to two stations begins today (Mon.) in Washington.

At Work on Tv Circulation

NARTB retained Crossley, S-D Surveys Inc. Friday to conduct further field tests of methods to be used in uniform measurement of tv circulation.

GE Unveils 9-Inch Tv Set, Cites Trend to 'Personals'

TWO NEW SERIES of portable tv receivers—13-pound "personal" set with 9-inch tube incorporating "radical" design departures, and 32-pounder with 17-inch screen—unveiled by General Electric Co. at New York showing Friday. "Following the pattern of radio," GE Television Sales Manager Joseph F. Effinger asserted, "television has reached the era of a set for every member of the family."

Nine-inch set is slated to join GE's present 14-inch portable line this summer and officials hope it may retail at less than $100. Larger set, in production now, is expected to retail at $149.95. Mr. Effinger said GE has sold more than 250,000 of present 14-inch portables in less than year and that production of this line would be stepped up.

Nine-inch rectangular picture tube in "personal" portable represents "radical departure" from usual design practices in that "we have found a way to use a one-piece funnel and face plate assembly made with high-speed glass blowing machines similar to those used in manufacturing glass containers," according to J. M. Lang, general manager of GE Tube Dept. He said work on this development had been in progress for year, that tube is in pilot production now and that samples will be made available to industry in early summer. Advantages cited: minimum weight and maximum viewing area for any given diagonal.

Daly Delays FCC Appeal Pending Action by CBS

LAR DALY, GOP presidential hopeful, told B•T Friday he will delay equal time appeal to FCC pending disposition of request by CBS. He said network has held out possibility, by inference, of granting him radio-tv time to answer President Eisenhower talk of Feb. 29.

In reply to Mr. Daly dated March 21, CBS asked for more "information which would be helpful to us in making our determination." Network reportedly questioned whether his letters to 19 secretaries of state (seeking filing information) "constituted activities in your behalf (for nomination)" or merely "inquiries." CBS also advised him previous correspondence "does indicate your intention to withdraw" as GOP candidate in Illinois primary. Mr. Daly was asked for more data on his activities subsequent to withdrawal bid.

UPCOMING

March 26-28: Senate Interstate & Foreign Commerce resumes hearings in investigation of tv networks and uhf-vhf problems.

March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.

March 28: Board of Governors, Canadian Broadcasting Corp., Senate Building, Ottawa.

March 29: National Tv Film Council, spring forum, Hotel Delmonico, N. Y.

For other Upcomings see page 129.

PEOPLE

JAMES BAKER, director of local sales and service, Radio Advertising Bureau, named manager of station service, reporting to RAB Station Service Director Arch L. Madsen. Mr. Baker formerly was promotion manager, WTRY Troy, N. Y.

DONALD C. FOOTE, formerly with Benton & Bowles, N. Y., to media staff of Erwin, Wasey & Co., same city.

HOWARD L. BERGMAN, formerly general manager, *Seventeen* magazine, to sales promotion director, Grey Adv., N. Y.

JOHN MULVIHILL, account executive at WOR-TV New York for past three years, named to New York sales staff of Mutual.

DON BALSAMO, sales representative at WBKB (TV) Chicago, to similar position at KABC-TV Los Angeles effective April 1. **KEN MacDONALD,** merchandising representative at WBKB, transferred to station's sales staff. **YALE ROE** replaces him.

Funeral services were held Saturday in Waterloo, Iowa, for **DONALD McGIBENY,** 62, former radio commentator, who died of heart attack there three days earlier. Mr. McGibeny, sales agent for President Hotel, was commentator at WMAQ, WBBM and WAIT Chicago and at Des Moines and Waterloo stations before retiring.

RUSSELL P. MAY, radio-tv consulting engineer, awarded plaque as "16mm Pioneer" by 16mm Motion Picture Production Workshop for his early work with RCA research department "leading to the setting of standards for a single-perforated 16mm sound film stock, designing of the first experimental 16mm sound recorder, and the first commercially-manufactured 16mm sound projector."

P&G Starts New Series; CBS-TV Revamps Sunday

PROCTER & GAMBLE Co., Cincinnati, will sponsor two new half-hour daytime dramatic series, *As the World Turns* (Mon.-Fri., 1:30-2 p.m. EST) and *The Edge of Night* (Mon.-Fri., 4:30-5 p.m. EST), both starting April 2 and placed through Benton & Bowles, CBS-TV reported Friday. *World* replaces *Love Story* and *Edge* replaces *On Your Account* in network's daytime schedule.

At same time, CBS-TV announced new time schedule for Sunday afternoon, effective April 15, and affecting *Adventure*, which moves from 2:30-3 p.m. to 3:30-4 p.m. and replaces *Face the Nation*, which moves up to 4-4:30 p.m. The *CBS Sunday News* leaves 3:30-4 p.m. spot to fill 4:30-5 p.m. Meanwhile, *Front Row Center*—live dramatic series from Hollywood—takes over 5-6 p.m. period *(Omnibus* [5-6:30 p.m.] finishes its current season April 1) and *Telephone Time* will take up other half-hour, 6-6:30 p.m. (see story, page 36). *The Lucy Show*, sponsored 6:30-7 p.m. Saturdays by Lehn & Fink, is expected to be discontinued on CBS-TV after April 7. Show presents re-runs of *I Love Lucy* (Mon., 9-9:30 p.m.), which continues.

Graham from MBS to NBC

BILLY GRAHAM's *Hour of Decision*, currently heard on MBS, Sun., 10-10:30 p.m. EST, moves to NBC Radio April 22, occupying identical time slot, and giving NBC its first regularly-scheduled religious series [B•T, March 12]. New NBC series will not affect status of ABC's *Hour of Decision* series, heard Sun., 3:30-4 p.m. EST. Both programs are sponsored by Billy Graham Evangelical Assn., Minneapolis, through Walter F. Bennett Co., Chicago.

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*Reg. U. S. Patent Office

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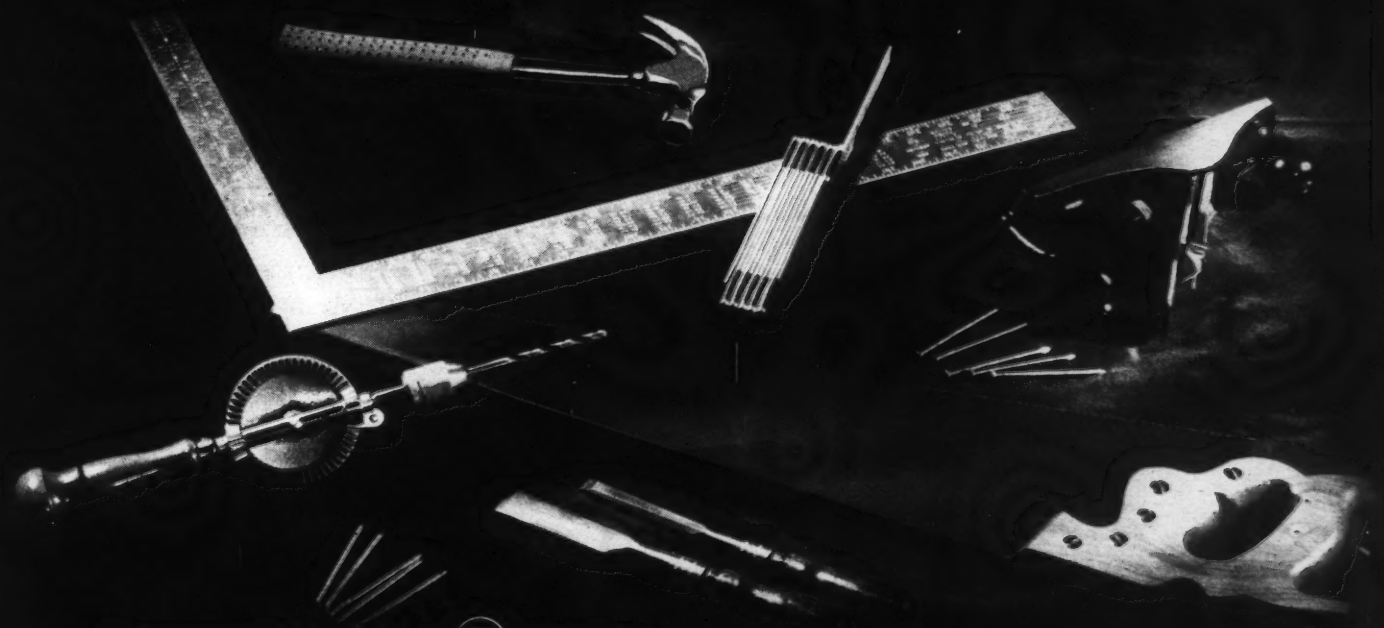
if you're building a market . . .

you need tools . . . tools that will do the best possible work and the quickest!

WRGB-TV is your best sales tool in rich Northeastern New York and Western New England. 480,850 families depend upon WRGB's 16 years of leadership to provide them with fine service and program quality.

It will pay you to study the television market in our coverage area of 30 counties, including the important tri-cities of Albany, Schenectady and Troy.



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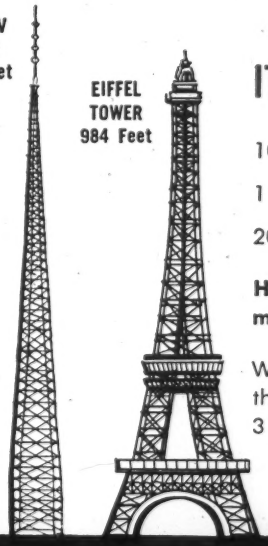
is now operating

with MAXIMUM power



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beaming the clearest and most powerful picture . . .

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18th ranking market in the United States

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with all the top CBS-TV shows

KCMO-TV

CHANNEL 5

KANSAS CITY, MISSOURI

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Represented by The Katz Agency

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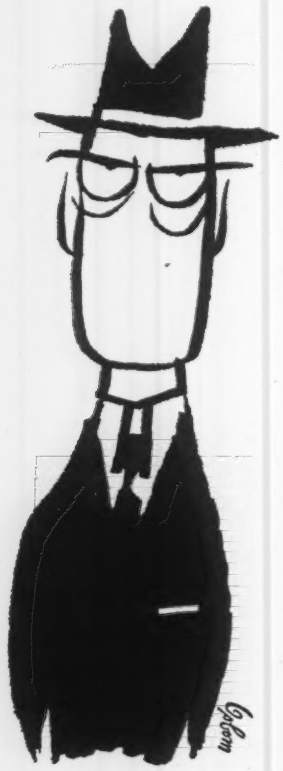


THE REFORMER

Slipped on a grape and broke fiddle case while on way to violin lesson (when eight years old); has hated music ever since. Raises prize-winning dahlias, drives foreign car with engine (air-cooled) in rear. Sneaks off to clandestine showings of old W. C. Fields movies. Crazy about moonlight bathing.

And advertisers in Washington are crazy about the results they're getting with WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

SOURCE: PULSE OF WASHINGTON, D. C. NOV.-DEC. 1955

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

THE TAMING OF THE SHREW

SLICK is the one word that comes to mind in describing last Sunday's production of Shakespeare's "Taming of the Shrew" on the *Hallmark Hall of Fame*, one of the consistently good tv showcases of the past year.

The more demanding elements in the tv audience may say that in comparison to the Messrs. Olivier, Hardwicke, et al, who have been inundating our screens with Kultur the past month, Maurice Evans is a first grade ham. That he stripped Shakespeare—or Marlowe or Bacon, if you wish—of subtlety. That he trampled poor Kate to sheer immobility. Perhaps so—but what a ham! And what wonderful little hamlets he surrounded himself with: Lilli Palmer, as the properly bitchy Katherine; Diane Cilento, husky and beguiling as Bianca; Jerome Kilty, amusingly bumbling as Grumio.

Mr. Evans, in closing, thanked the audience for viewing an "energetic . . . romp." Considering his exhausted state at the time he said it, "romp" may well be the understated word of the current season. To be sure, his love's labour was not lost on those who wanted burlesque served to them on a multicolored platter; nor were the dazzling costumes and impressionistic settings much ado about nothing. They were truly something!

Cleverly staged in the old commedia dell'arte style of Renaissance drama, Mr. Evans & Co. would have done the Bard proud. We hope he will reconsider leaving the *Hallmark Hall of Fame*. Television would be all the poorer without his adult touch.

Production costs: Approximately $100,000.
Sponsored by Hallmark Cards Inc., Kansas City, Mo., through Foote, Cone & Belding, New York, on NBC-TV, every-fourth-Sunday, 4-5:30 p.m. EST.
Producer: Maurice Evans; director: George Schaefer; exec. program supervisor: Joseph Cunneff; assoc. producer: Mildred Freed Alberg; assoc. director: Adrienne Luraschi; staging: William Nichols; choreography: Tony Charmoli; costume and design: Rouben Ter-Arutunian; tv adaptation: Michael Hogan and William Nichols; original music: Lehman Engel; editorial supervisor: S. Mark Smith.

SPRINGTIME USA

IF *The Voice of Firestone* sounded a bit hoarse last Monday evening, it must have been on account of "inclement weather." Certainly, the fact that much of the country was buried underneath a blanket of snow didn't exactly lend credence to the tire company's paean to the rites of spring. Neither, for that matter, did the spoken and dramatized material which would have shamed a Fourth of July orator into stunned silence. Even Helen Hayes, the first lady of the American theatre, flubbed her lines.

Musically, there was little fault to find with the hour-long simulcast: the assorted talents of Rise Stevens, Patrice Munsel, Ray Middleton, Earl Wild, Brian Sullivan, Bobby Hackett, "Peanuts" Hucko and Paul Whiteman, not to mention Howard Barlow's competently lush studio orchestra, were all up to par. But we would like to know what the works of Gaetano Donizetti and Camille Saint-Saens were doing in a showcase of music purported to be as American as hominy grits and black eyed peas.

With a star-laden talent roster and some handsome trappings both in set and costuming, it's a pity all this high-priced music got bogged down in the wagontrails of U. S. history—presented, incidentally, as one long patriotic orgy. On second thought, ruts would be a better word.

Production costs: Approximately $150,000.
Sponsored by: Firestone Tire & Rubber Co., Akron, Ohio, through Foote, Cone & Belding, Chicago, simulcast as special 60-minute program on ABC Radio and ABC-TV, March 19, 8:30-9 p.m. EST.
Producer: Frederick Heider; director: Cort Steen; art: James McNaughton; writer and assoc. producer: Jean Meegan; choreography: Gene Bayliss; choral direction: Harry Simeone; radio director: William Marshall; technical director: Walter Kubilus; lighting: Danny Franks; costumes: Alfred Lehman; makeup: Harry Burkardt.

AIR TIME

A NEW radio show in the old manner—that's *Air Time*, which started on NBC Radio last Wednesday, 8:30-8:55 p.m., as a weekly recruitment series for the Air Force Reserve.

The program is musical, featuring the voices of Gisele MacKenzie and the Honeydreamers, with Skitch Henderson leading the orchestra and occasionally (on the opening program all too rarely) soloing on the piano, and a guest star, baritone Johnny Desmond to start with. But *Air Time* is not broadcast as background music, as many musical radio programs are today. It's presented in the old pre-tv fashion, based on the assumption that people at home are listening and paying attention to what is going on in the studio. However valid that premise is today, at least it gives the program an air of confidence that is a refreshing novelty.

The chief commercial is done as an interview by Miss MacKenzie with a member of the Air Force Reserve—last week Master Sgt. David S. Levinson, who described the fun and comradeship and thrill he gets from his weekend tours of duty at Mitchell Field, as well as the extra income they provide. This informal approach seems likely to do a good sales job for the Air Force Reserve; Sgt. Levinson's obvious feeling about what a good deal it is for him came over as a strong appeal to other veterans to look into it for themselves.

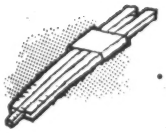
Production costs: Approximately $2,500 (minimum union scales through the cooperation of AFTRA and American Federation of Musicians).
Sponsored by the United States Air Force through Bozell & Jacobs on NBC Radio, Wed., 8:30-8:55 p.m.
Producer: Alan Stanley; director: Parker Gibbs.

OUT OF DARKNESS

ANOTHER crack in the murky wall of ignorance surrounding mental illness was made last week when CBS-TV Public Affairs—pre-empting *Omnibus*—presented a filmed-on-the-scene case history of a mental patient undergoing psychiatric treatment.

Orson Wells read from a 19th century analysis of treatment as seen by an anonymous former mental patient (the author's ideas were very modern). Dr. William Menninger, a leading psychiatrist, filled in a few of the gaps left by the perhaps over-simplified visual presentation, but it was obvious his 15-minute stint was inadequate (because of the limited time); he could have expounded on the subject for many programs to come. He pointed out that most patients entering mental hospitals become permanent charges and cited mental hospital overcrowding and understaffing as major problems.

The program's entertainment value was small—it wasn't meant to be entertainment. However, if a few more people who considered mental illness some sort of unspeakable blight now realize that it is a sickness to be looked on like any other sickness; if the lives of the relatives of the mentally ill are made more endurable because the people around them understand;



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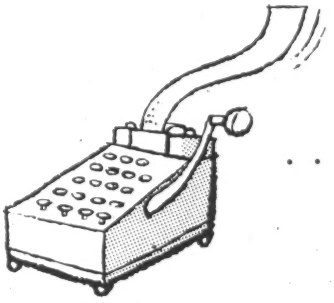

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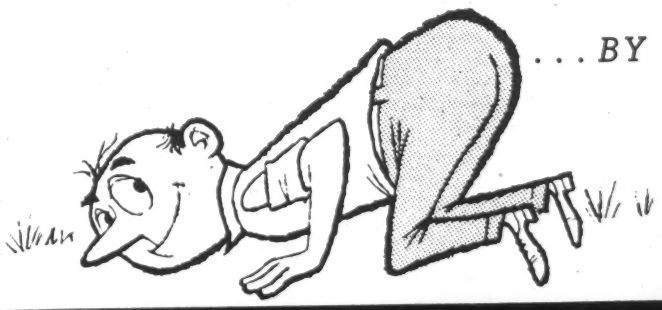
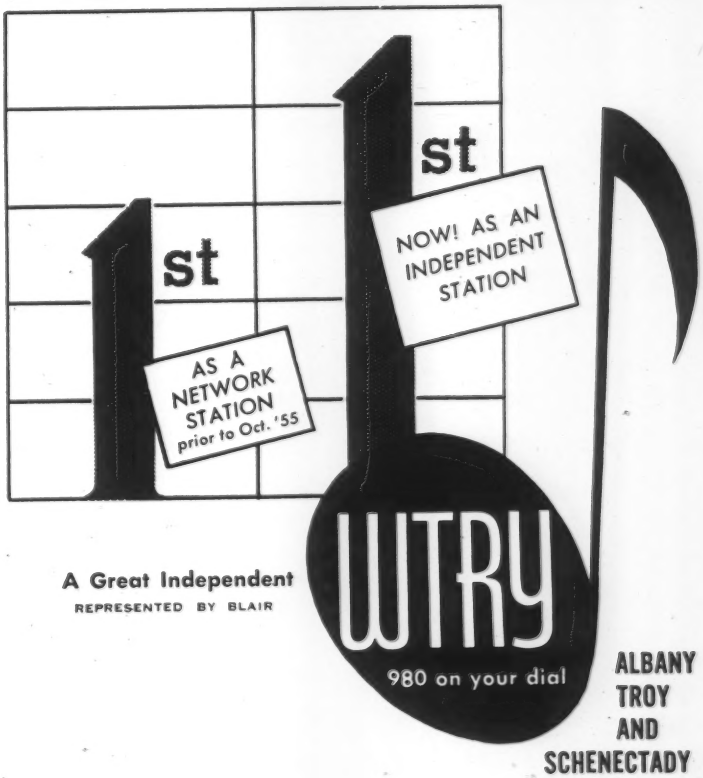


. . . BY THE SEAT OF YOUR PANTS

WTRY is the Number 1 buy

IN | ALBANY, TROY, SCHENECTADY

WTRY
SHARE
OF
AUDIENCE
GOES
up! UP! UP!



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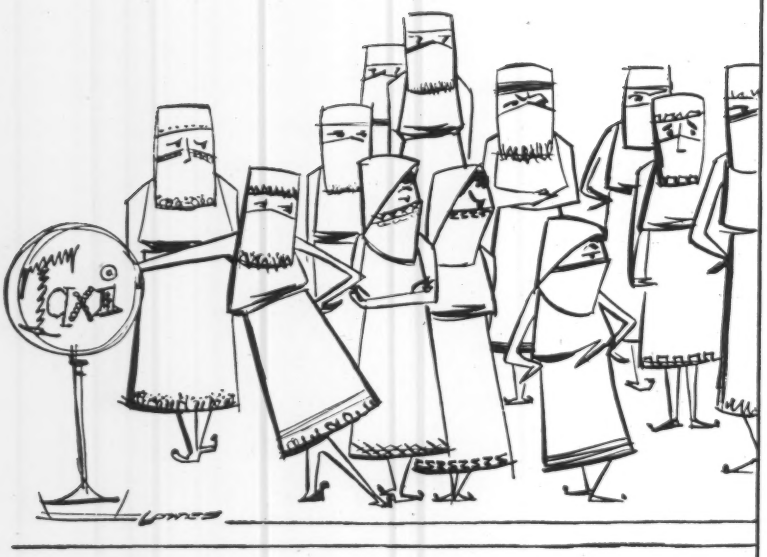


if more people read about mental illness; if more money is contributed to the upcoming mental health fund drive; if a tv series on mental health results, then the program could be termed, unequivocally, a success. Only time will tell.

Production costs: Approximately $110,000.

Broadcast sustaining on CBS-TV, Sunday, March 18, 5-6:30 p.m.

Dramatic narrator: Orson Wells; medical narrator: Dr. William C. Menninger; executive producer: Irving Gitlin, CBS director of public affairs; producer-writer-director: Albert Wasserman; associate producer: Lewis Jacobs; production managers: Harry Robin and Arthur Swerdloff.

SEEN & HEARD

A great deal of good taste and impeccable dignity went into Steve Allen's 90-minute memorial tribute to humorist Fred Allen (see obituary, NETWORKS section) aired last Monday night in place of *Tonight* (NBC-TV, 11:30 p.m.-1 a.m.). Instead of singing a *Te Deum*, some of the late humorist's best friends stepped before the camera and recalled some of their lighter moments with the man: critic John Crosby, publisher Bennett Cerf, film executive Howard Dietz, novelist Herman Wouk, announcer-actor Kenny Delmar and comedian Peter Donald. Via transcontinental hook-up, Bob Hope and Jack Benny added their commentaries about life with the elder Allen. Also featured during the hour and a half tribute were film clips of some of Mr. Allen's tv appearances, the sound tracks of "Town Hall Tonight," his old NBC Radio program of the 'thirties, and recordings of Mr. Allen's pungent commentaries on radio-tv.

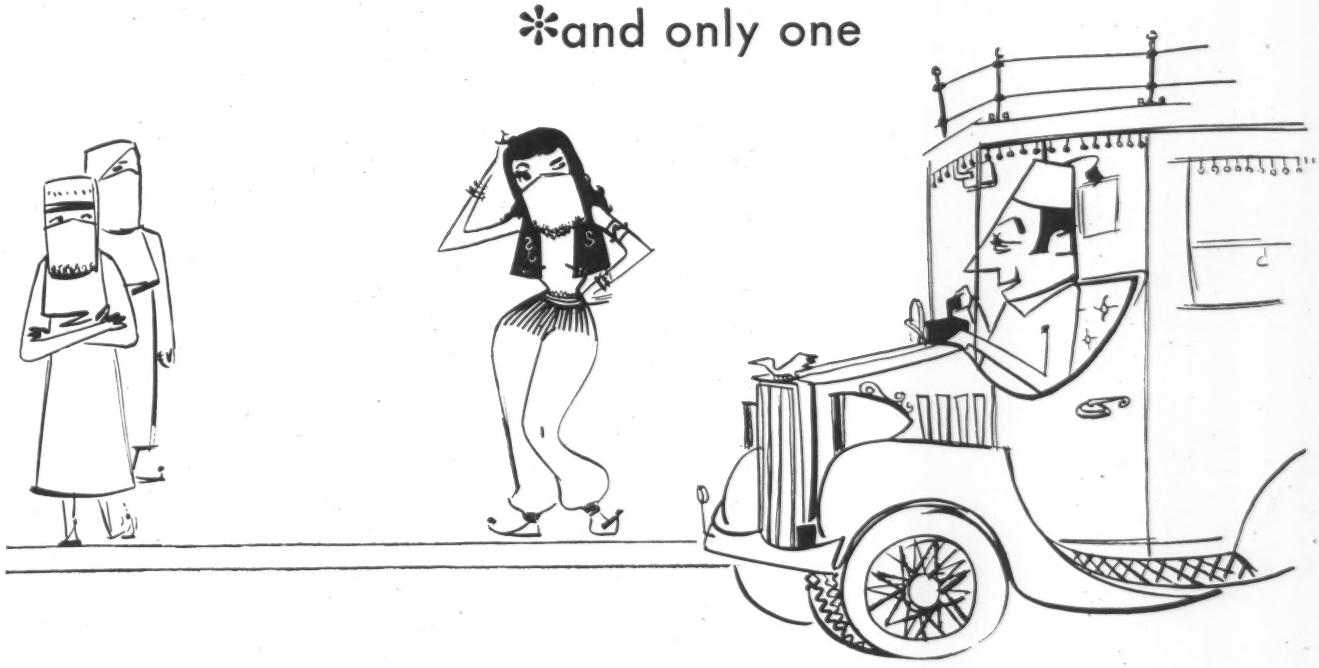
Tv must be running short of slap-stick ideas. Last Tuesday night on the *Chevy Show* ("The Awful Truth," NBC-TV, 8-9 p.m. EST) Bob Hope was being divorced from Greer Garson and during some by-play with the judge Hope was hit on the hand as the judge tried to restore order in the courtroom. Later, Red Skelton (CBS-TV, 9:30-10 p.m. EST), playing the part of Freddie the Hobo, was facing a judge and was similarly whacked on the hand. Great minds. . . .

Now that the 1956 Emmy sweepstakes are about to get underway again, we'd like to nominate for a special award next year one of the anonymous NBC-TV cameramen covering the ceremonies a week ago Saturday. By the mere act of catching Alfred Hitchcock—looking frightfully bored and sorely tried—he made reviewing the ghastly affair completely unnecessary.

"Neither rain, nor sleet, nor dark of night" may stop postmen from the completion of their appointed rounds, but the elements were a little more harsh with *Caesar's Hour* last Monday. New York City's biggest snowfall in nine years left Sid Caesar and Carl Reiner stranded. The show went on, however, with a kinescope of a previous NBC-TV program.

A seven-year-old viewer who broke into the living room scene about one-third through ABC-TV's one-hour *Super Circus*, originating from Miami's Orange Bowl, 5-6 p.m. EST on March 18, asked: "Is this the Army-Navy game?" Although he had the locale and time somewhat confused, the youngster was not far off in his observation. Bands, baton throwing and marching on the field that on New Year's Day bears two top collegiate teams, the program indeed seemed closer to a football tilt than a "circus."

*and only one



In the Baltimore market

one station*

delivers the most listeners

at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY

REPRESENTED BY JOHN BLAIR AND COMPANY

"KBIG amazes us!" says V. M. Jackson

Mr. V. M. Jackson of Newport Beach and 74,999 other Southern Californians have these lucky-number KBIG mermaid stickers on windshields, luggage or around the house. Mr. Jackson and 4,999 others won prizes with them last year, ranging from vacations in Acapulco, Las Vegas, Honolulu, and Catalina to stoves, nightclub dinners, tankfuls of gasoline and assorted merchandise.

"We were amazed" writes Mr. Jackson, "Every time KBIG mentioned that we had won the trip to Honolulu, we immediately received 10 to 15 calls from listeners to KBIG, asking if we had heard the good news. We received more than 100 calls during the day—and only one was from a friend. It amazed us the way KBIG stimulated strangers to call us!"

Like gifts to friends, KBIG's year-round daily contests warm the relationship with listeners attracted by the music-news format and Volkswagen mobile studio remotes from all over Southern California. 75,000 have entered by getting the lucky-number mermaid decal, and more enter daily.

KBIG gets ACTION from listeners—for itself, and especially for its advertisers. Any Weed man will document the results for you.

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6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OPEN MIKE

Promotion Begins at Home

EDITOR:

. . . We in radio are constantly trying to prove that we can do a far better job in every department than newspapers. Since the beginning of the last war, many newsmen have earned outstanding plaudits because of their *radio* news gathering efforts. I do not have to go into names, they're all well known. In fact, I would venture to say, radio news commentators enjoy a far greater amount of public recognition today than do their newspaper-only counterparts. Yet the airwaves are loaded with dramatic presentations about the exploits of "crusading newspapermen!"

It makes me wonder if the radio program writers and the radio program producers are not unthinkingly nipping away at the hand that feeds them and feeds them well. I also wonder if any of the big program writers and producers have ever considered this. I would say it's about time these top-flight high-priced talents in the field of radio think of promoting our medium all the time and not just occasionally. There is hardly a story written about the perceptively intelligent, clairvoyant, hard-fighting newspaper man or editor that could not apply to the radio news commentator or news director.

Milton E. Mitler, Gen. Mgr.
WADK Newport, R. I.

Top Spot Buyer

EDITOR:

Thanks a lot for sending along the advance copy of the article, "The Top 25 Agencies in Spot Broadcast Buying" [B•T, March 12].

Your presentation of the material was very interesting.

Bernard C. Duffy, Pres.
BBDO, New York.

Rebel Yell, Chicago Style

EDITOR:

I am inclined to agree with your editorial regarding Bob Lee [B•T, March 12] but that rebel yell of his was developed in Chicago and a lot of things start in Chicago. I hope the Honorable Commissioner reads your editorial and takes it to heart.

Edgar Kobak, Pres.
WTWA Thomson, Ga.

Telestatus Reprints

EDITOR:

We are interested in obtaining 250 copies of your TELESTATUS section of the March 5 issue of B•T.

Since it may be unusual to request additional copies in such a quantity, if there is a charge involved, kindly let me know.

H. S. Herring
Circulation Adv. Div.
Curtis Circulation Co.
Philadelphia, Pa.

[EDITOR'S NOTE: Mr. Herring has been sent the 250 reprints of B•T's March TELESTATUS section at the nominal price of five cents each.]

First Run vs. Rerun?

EDITOR:

Reference is made to your March 12 review of the *Uncle Johnny Coons* show.

Your statement: "The program falls short when Uncle Johnny, sticking to the usual children's show formula, uncans the old-time movies. Some of these little 'gems' have been shown so many times the kids probably have the scripts memorized," is incorrect in that this series of films is *first* run.

Frankly, I'm not sure whether this is an advantage or disadvantage. You intimate that they should be first run; however, anyone with children will tell you that they would rather see films that they have seen before, and preferably many times, so that they can follow the story.

Burt I. Harris, Pres.
HarriScope Inc.,
Beverly Hills, Calif.

[EDITOR'S NOTE: B•T regrets that what was intended as a general reference to the repetition of old movies on children's tv programs came out as a specific—and incorrect—statement about the "Uncle Johnny Coons" program, and thanks Mr. Harris for setting the record straight.]

After Three Years

EDITOR:

I should appreciate receiving a copy of your booklet entitled the "ABC's of Radio and Television" (reprinted from the March 30, 1953, issue of B•T).

If there are any other exceptional reprints of this educational type, I should be most happy to learn of them.

J. A. Price
Russell T. Kelley Co., Ltd.
Hamilton, Canada

[EDITOR'S NOTE: Copies of the "ABC's of Radio and Television" and other B•T reprints have been sent to Mr. Price.].

Widely and Well

EDITOR:

I wanted to express the appreciation of ABC and of myself, personally, for the fine story and interview you gave us in the recent issue of B•T.

I have gotten many comments about it, so your magazine must be widely and well read.

Robert E. Kintner, Pres.
ABC, New York

Japan, Too

EDITOR:

I have been one of readers of your magazine, B•T, and take this opportunity to express my appreciation to your work.

As I am working for a broadcasting station, it is a great help for me to read B•T, trend and situation of American radio and tv broadcasting business. . . .

Bunji Nagakiyo
Nihon Short-Wave Broadcasting Co.
Tokyo, Japan

Station Maps

EDITOR:

Do you still make up your radio and tv maps of the United States? If so, what is your charge for a limited number?

We are the advertising agency for Slenderella International Inc., doing business in approximately 25 of the leading markets, and so have need of your type of map at various times.

Marion A. Jones, Media Dir.
Management Assocs. of Connecticut
Stamford

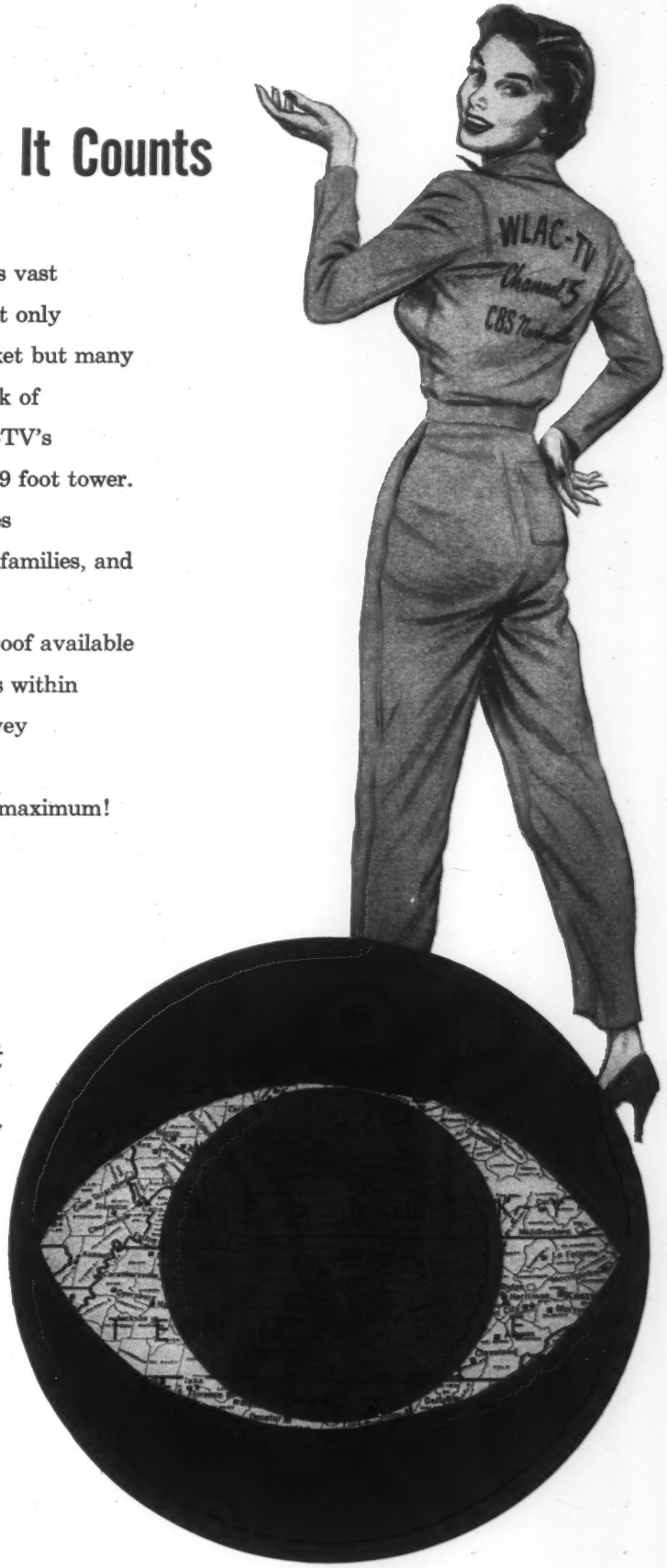
[EDITOR'S NOTE: BROADCASTING Maps (showing the location of U. S. Radio stations as of September 1953) and TELECASTING Maps (showing the location of U. S. tv stations as of October 1954) are available at $4.50 for five copies, $8.50 for 10, $20 for 25, $37.50 for 50 and $70 for 100.]

Basic Coverage Where It Counts

"Where it counts" is WLAC-TV's vast multi-market area—which includes not only the important Nashville market but many cities and towns in the 3-state chunk of geography served by WLAC-TV's full power and 1179 foot tower. WLAC-TV's total service area includes 2,601,300 people, 726,300 families, and more than 400,000 tv homes.

Fully documented data (proof available upon request) shows 357,387 tv homes within WLAC-TV's ARB Area Survey and Measured .1 mv/m Contour.

Buy the maximum—and sell the maximum! That means only one station hereabouts—WLAC-TV.



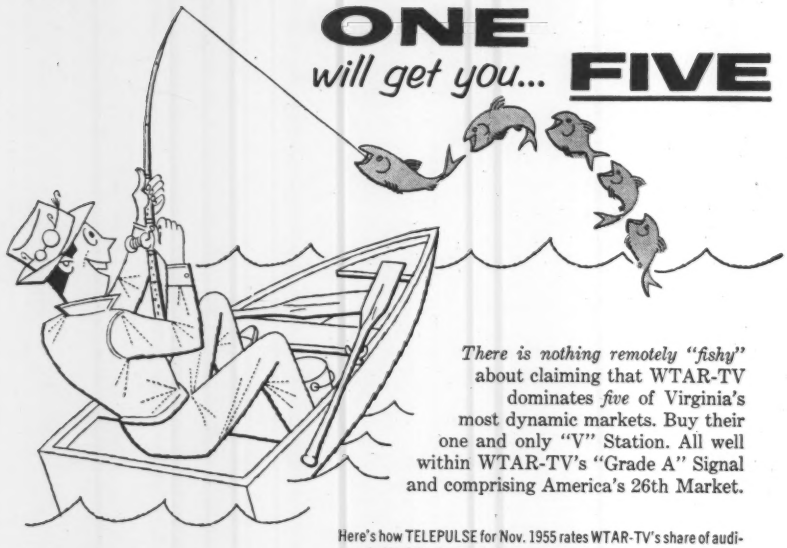
The South's Great Multi-Market Station

WLAC-TV
NASHVILLE, TENN.
CBS Basic Required

T. B. BAKER, JR.
Executive Vice-President and General Manager

ROBERT M. REUSCHLE
National Sales Manager

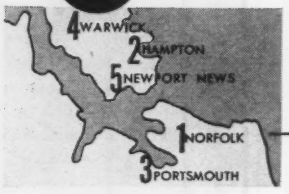
THE KATZ AGENCY, INC.
National Representatives



There is nothing remotely "fishy" about claiming that WTAR-TV dominates *five* of Virginia's most dynamic markets. Buy their one and only "V" Station. All well within WTAR-TV's "Grade A" Signal and comprising America's 26th Market.

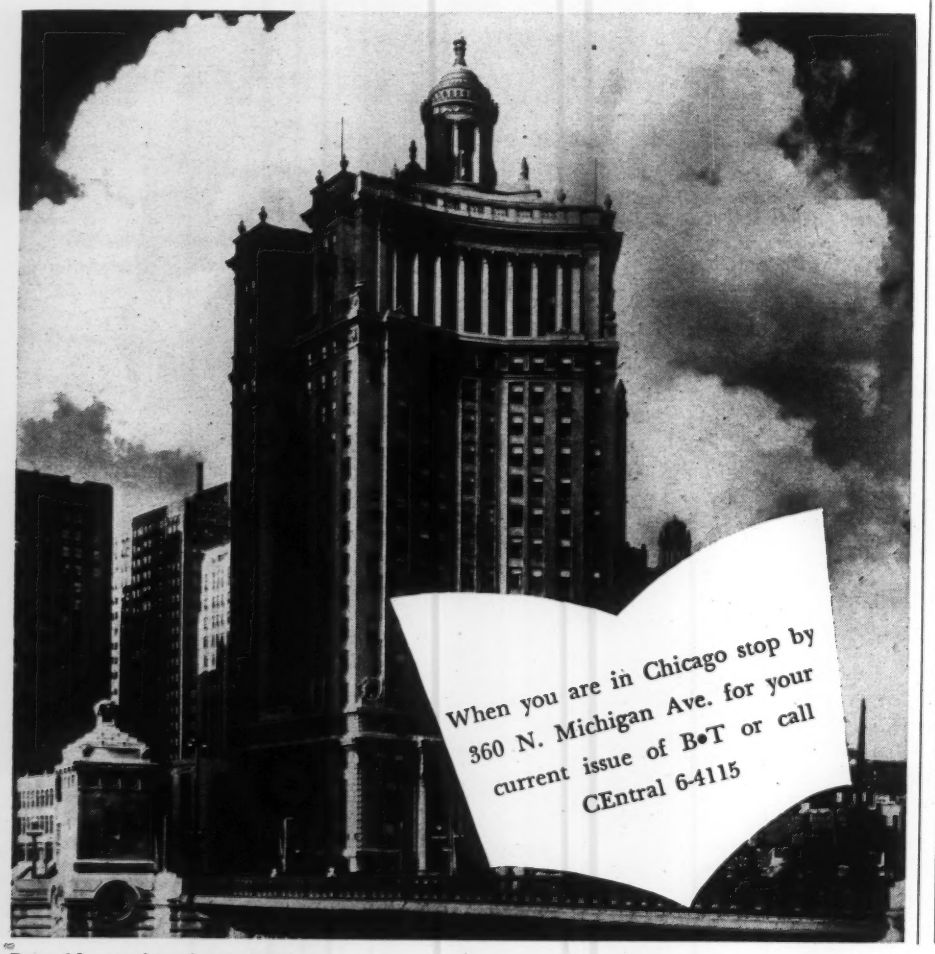
Here's how TELEPULSE for Nov. 1955 rates WTAR-TV's share of audience in Norfolk, Portsmouth, Hampton, Warwick and Newport News.

MORNING	AFTERNOON	NIGHT
WTAR-TV...81%	WTAR-TV...84%	WTAR-TV...77%
All others...19%	All others...16%	All others...23%



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.



Another Vote for Our Side

EDITOR:

I managed to get an exclusive informal chat with Sen. Kefauver on Sunday, March 18.

Among the issues discussed was the matter of broadcasting and telecasting at congressional hearings and also in courtrooms around the nation. I thought you might be interested to know that the senator stated definitely that he is in favor of both industries being allowed to operate freely at both congressional hearings and in trials. He didn't enlarge much except to say that by permitting us to do this, more information regarding such proceedings would get to the public and he feels this information should be made available to as many people as possible.

Thought you might want to know that we can chalk up one more vote for our side. Interview was in car en route to Saint Mary's College, Winona, from airport. He filled speaking engagement in preparation for today's [Tuesday] primary.

Ken Douglas, News Editor
KWNO Winona, Minn.

You Name It

EDITOR:

We have seen your pamphlet entitled "You Name It—Radio Can Sell It," and we found it to contain some very interesting success stories.

We are wondering if we might secure three or four additional copies of it. If this is possible, we will appreciate your forwarding them and billing us for whatever expense is involved.

Otis Shumate, Sales Mgr.
KGBT Harlingen, Texas.

[EDITOR'S NOTE: Mr. Shumate's reprints are en route. Additional copies of the 8-page compilation of 81 examples of successful radio campaigns by local retailers are available at 25¢ per copy, $15.00 per hundred.]

B•T's Baedeker

EDITOR:

I contemplate making a trip to Europe very shortly and am interested in looking into television in London, Berlin, Frankfurt and Paris. Could you furnish me with the names of the Director Generals of the television stations in these cities?

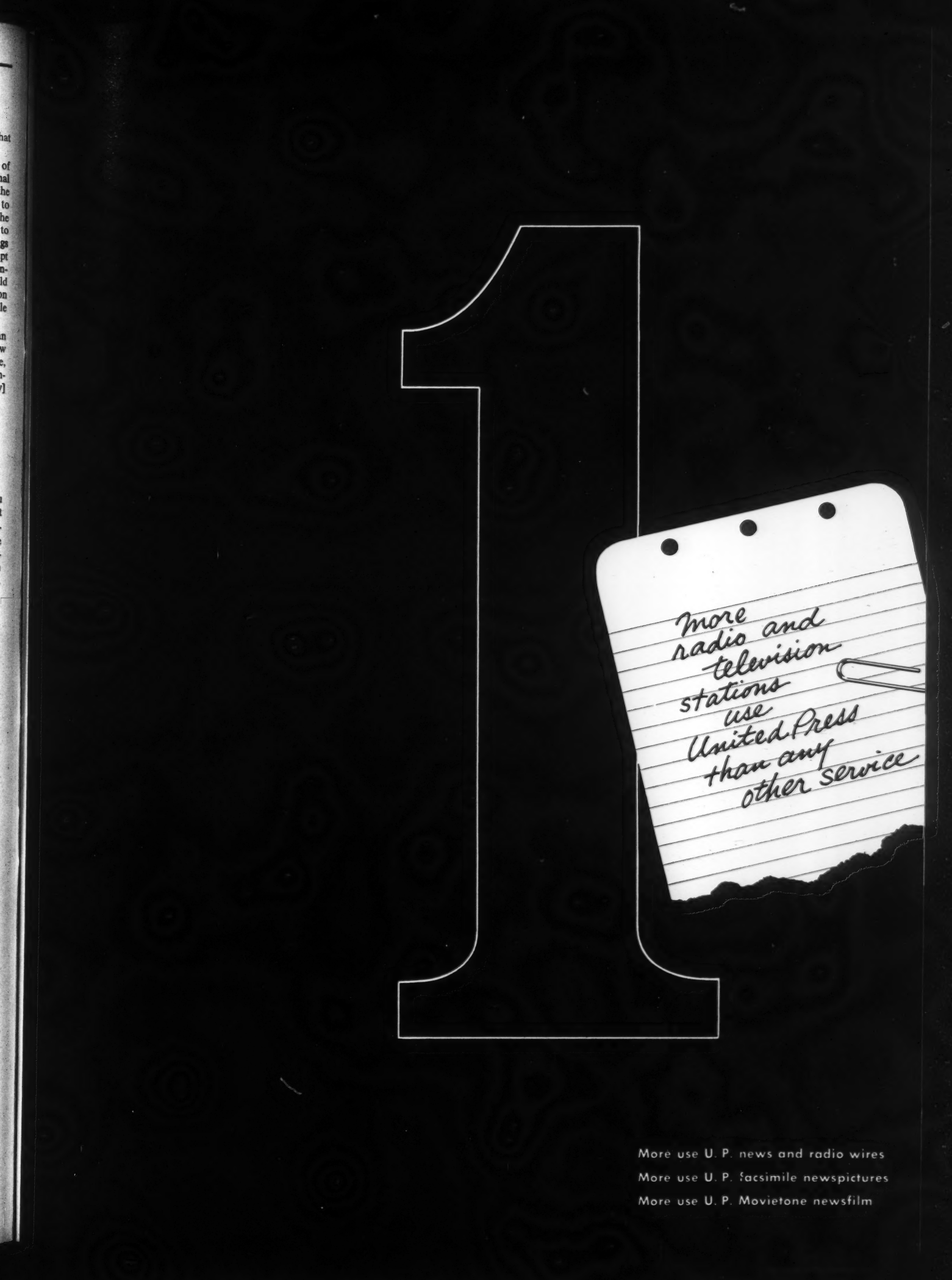
R. M. Kirtland, V. P.
Gordon Best Co., Chicago

[EDITOR'S NOTE: Others who are planning trips abroad this summer may also be interested in the information already sent to Mr. Kirtland: Sir Ian Jacob, Dir. Gen., BBC, Broadcasting House, Portland Place, London W 1, England; M. Porche, Dir. Gen., Radiodiffusion Television Francaise, 107 rue de Grenelle, Paris 7'eme, France; Dr. Kurt Magnus, Ministerialdirektor, Hessischer Rundfunk, Bertramstrasse 8, Frankfurt-am-Main, West Germany; Dr. Otto Bach, Dir. Adm., Sender Freies Berlin, Anstalt des offentlichen Rechts, Heidelberger Platz 3, Berlin-Wilmersdorf (West Berlin), Germany; Gordon A. Ewing, Dir., RAIS (United States Information Agency), Kufsteiner Strasse 69, West Berlin, Germany.]

Confederate Invasion

THE SET COUNT of 407,827 for WMCT (TV) Memphis, Tenn., was increased by one very special set when Bridgeport, Conn., was added as an "honorary part" of the station's mid-south coverage.

Word was received from A. Alexios in Bridgeport that he had received the station and had seen two commercials for St. Joseph's aspirin and Colonial bread.



More use U. P. news and radio wires
More use U. P. facsimile newspictures
More use U. P. Movietone newsfilm

IF THIS 89-COUNTY NCS MARKET IS YOUR TARGET!!

Total Population	1,280,200	No. of Tractors	200,756
Total Radio Homes	410,460	No. of Farm Autos	157,783
Retail Sales	$1,234,991,000	Dollars, Fertilizer	$36,449,418
No. of Farms	144,957	Feed Used	$180,640,983
No. Farm Trucks	66,102		
Farm Dollars Gasoline	$57,871,890		
Livestock Sold	$633,080,316		
Farm Population	498,700		
Farm Radio Homes	144,090		
Gross Farm Income	$1,499,816,000		

Pulse Proves KMA Tops!

"THE HEARTBEAT OF THE CORN COUNTRY"
KMA
5000 WATTS • 960 KC
SHENANDOAH, IOWA
Represented by Edward Petry & Co., Inc.

our respects

to DONALD DURGIN

A COMPULSION to be "creative" has goaded Don Durgin since early boyhood, and this force, supplemented by assiduous devotion to work, has elevated him into the post of vice president in charge of the ABC Radio Network at 31, eight years after he left Princeton U.

Mr. Durgin's associates confide that he is endowed with other traits that shed light on his whirlwind climb upward: An analytical mind, for example, plus the initiative to undertake new challenges. He has a passion for facts and detail and invariably carries with him a Nielsen Pocket Piece and a slide rule for use when the moment is propitious.

It is by no means strange that Mr. Durgin is essentially a creative individual. At the time Donald Durgin (his full name) was born in Chicago (Sept. 24, 1924) his father, the late William R. Durgin, was a principal and copy chief of Kling & Gibson Adv. When Don was a youngster, his father moved to Cincinnati, where he began a long association with the Thompson-Koch Co., then the house agency for Sterling Products. Later the elder Mr. Durgin moved to Lord & Thomas in Chicago.

Both at the Hotchkiss School and later at Princeton, Mr. Durgin was developing his creative abilities in school dramatics, publications and public speaking (as a debater). His education was interrupted in 1943 by war service as a bombardier with the U. S. Air Force in the European Theatre of Operations. Following his release from the Air Force in 1945 as a first lieutenant, he returned to Princeton and earned his B.A. degree in 1947 with honors in history.

At college, Mr. Durgin was editorial chairman of *The Daily Princetonian*, the undergraduate newspaper, and was a lead for two years in numerous musical comedies and in the annual Princeton Triangle Club show, which tours principal cities during Christmas vacation.

Mr. Durgin did not have too much opportunity to be creative on his first post-college job, in 1947—mailroom trainee at Foote, Cone & Belding in New York. However, he was successively promoted to the research department and to assistant to the account executive on Pall Mall cigarettes. In 1948, when FC&B resigned the Pall Mall account, Mr. Durgin left the agency and joined *Pageant* magazine as feature editor. The following year he moved over to NBC as assistant to the advertising and promotion manager of NBC Spot Sales, remaining there until August 1951 when he joined ABC.

His initial assignment at ABC was as a sales presentation writer in the sales development and research department, then headed by Oliver Treyz, now president of Television Bureau of Advertising. In 1952, Mr. Durgin was advanced to the post of manager of owned and operated tv stations sales development, working principally on WABC-TV New York. Several months later, he was upgraded to director of the sales development department for ABC-TV. In September 1954, when the separate sales development departments for radio and television and the separate research departments for each media were consolidated into an overall unit, Mr. Durgin was designated director of sales development and research of ABC. It was from this position that Mr. Durgin was made vice president in charge of ABC Radio last Nov. 1.

Over the past five months, Mr. Durgin has learned that there is no quick cure-all for network radio's pains in this era of television. He is confident, however, that radio's worst days are behind and feels that "with some luck" ABC Radio's billings this year will top those of 1955.

In recent months, Mr. Durgin said, he has seen evidences of "a real re-evaluation of radio by the agencies."

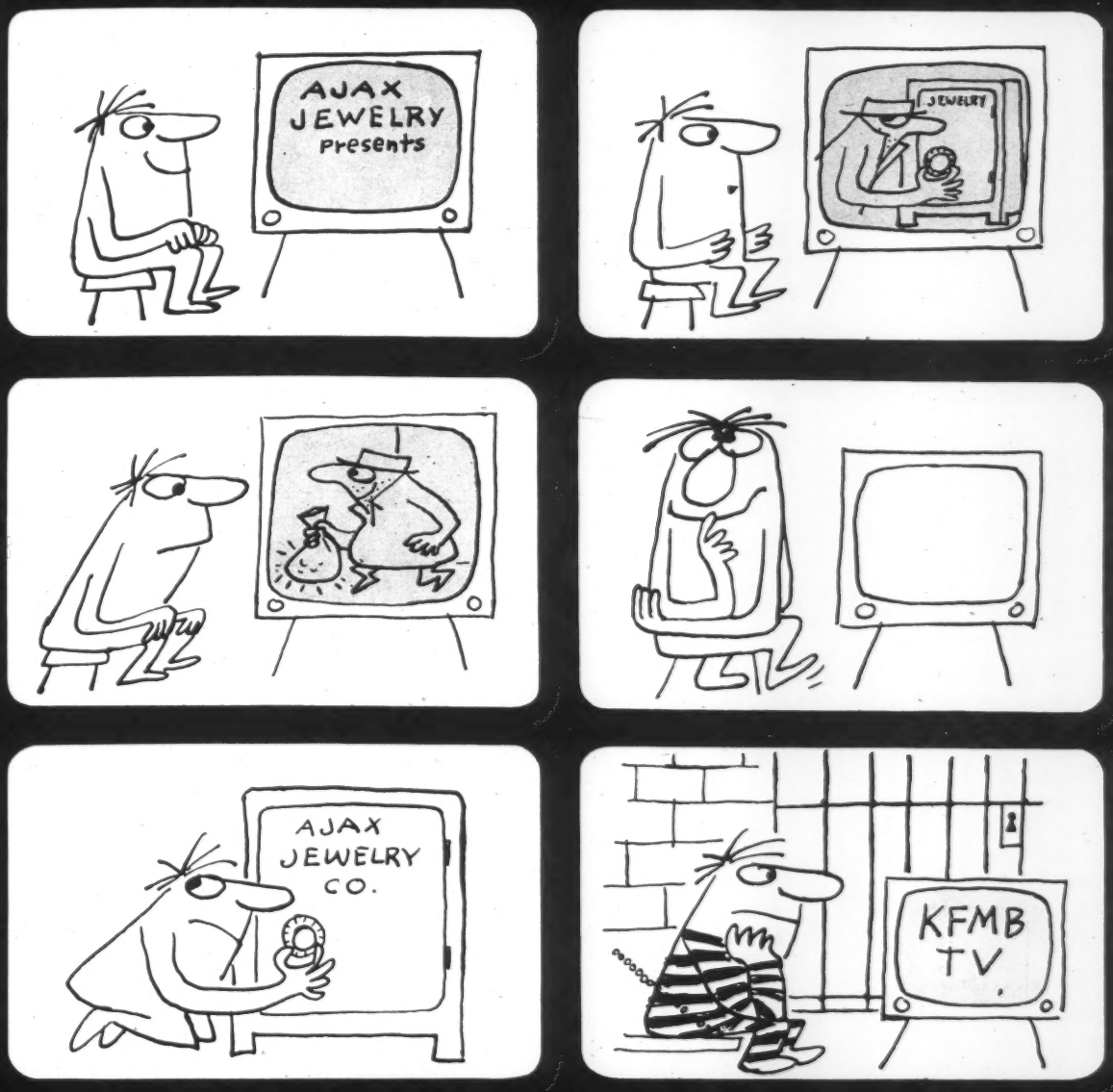
"Many agencies and advertisers have been coming in to see us with general requests," Mr. Durgin relates. "They tell us: 'We have (blank) number of dollars for a campaign. What can you give us?' Then it's up to us to use our ingenuity and help the advertiser put his money in places where it will do the most good. I'm happy to say we've been successful with a good number."

In preparation for an ABC Radio station advisory committee meeting last Thursday, Mr. Durgin and his top executives formulated several new plans, still in the developmental stage. He acknowledged that one programming structure scheduled for overhauling is the "New Sounds for You" evening concept, but believes it will not be scrapped completely.

One strong indication of Mr. Durgin's willingness to face new challenges arose about six years ago. Though engrossed with his budding broadcasting career at NBC, he accepted the responsibility and the added effort of studying law at New York U. A Princeton classmate had suggested that he study law, but Mr. Durgin demurred, believing that law was not a creative activity. His friend disagreed with him. Mr. Durgin decided to find out, and completed the regular three-year law course by studying at N. Y. U. part-time in the evenings, while continuing his regular job during the day. After four years, he received his law degree in 1954. Today, he concedes that "the law is probably the most creative activity I've ever known."

Mr. Durgin, who is unmarried, lives in the East 80's in Manhattan, off Gracie Square, where New York City mayors maintain official residence. He belongs to the Princeton Triangle Club, the Princeton Elm Club and Phi Delta Phi, a legal fraternity. He is on the radio board of NARTB and the finance committee of RAB. He relaxes by playing golf and tennis.

Television motivates more people in impulsive San Diego!



In RETAIL STORES San Diegans spend over *2 Million Dollars per day—every day, 365 days per year—More than the citizens of New Orleans, La., Columbus, Ohio or Albany, Schenectady and Troy, New York combined.

More people are making more money—watching Channel 8 and making more Channel 8 motivated purchases than ever before.

**Sales Management, 1955*

KFMB TV

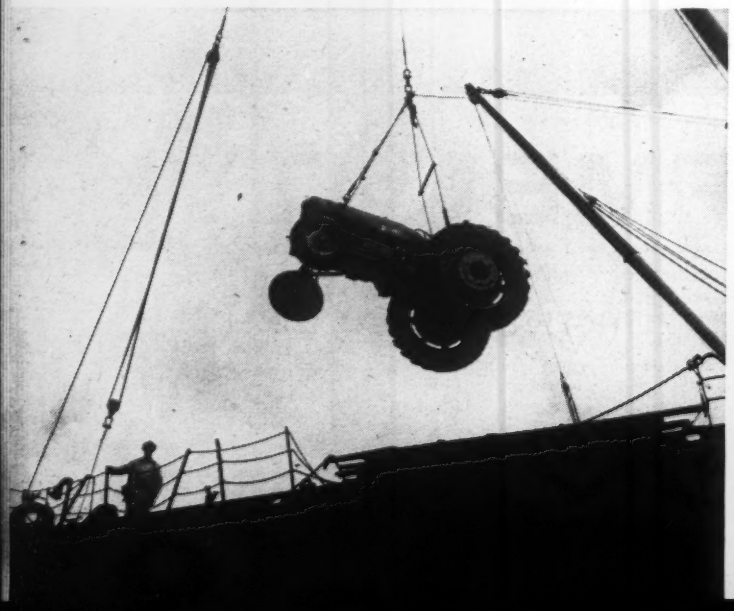
WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

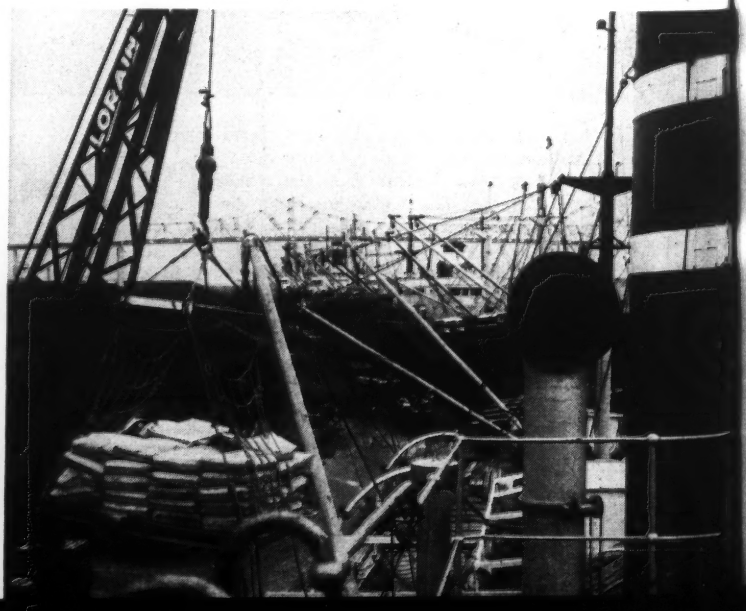
America's more market

THE LARGEST TANKERS AFLOAT are accommodated by Jacksonville's facilities. Ocean-going steamships find ample tug service, municipal terminals, private docks, and giant repair yards. Riverside oil-storage tanks, railroad sidings for heavy industry—even a ¼-million cubic-foot refrigerator for pre-cooling perishables—are at the water's edge. Interlinking water, rail and air facilities make Jacksonville the outstanding warehousing, commercial, and distribution plant for the entire Southeastern United States.

SEA-GOING TRACTOR typifies manufactured goods which travel to and from the ports of the world, via 51 steamship lines, through the Port of Jacksonville.

VIEW FROM THE BRIDGE of the Finnish SS Ernst S, discharging 5,000 tons of Swedish cement at the Commodores Point Terminal Also visible: steamships with buses for Puerto Rico and cargo for Europe.



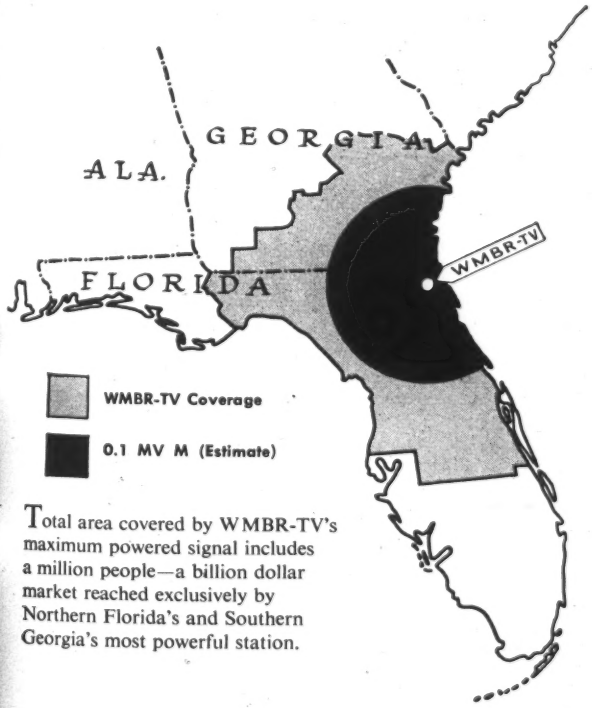


Jacksonville: Port Authority

UNUSUAL natural advantages of the St. Johns River, initiative and foresight of private enterprise operating without state or federal subsidies, community vitality—these are sources of the authority of Jacksonville, Florida as an important port.

With a 34-foot channel, approximately 18 miles from the Atlantic, Jacksonville offers a storm-sheltered, land-locked harbor where snow and ice are unknown, fogs extremely rare, and the mean tidal range of thirteen inches wouldn't delay a rowboat. Jacksonville, the number one South Atlantic port, shipped or received 7½ million tons of cargo in 1955, up 300% in a decade of solid industrial expansion. The country's largest naval stores market, largest lumber market on the Atlantic coast, important kraft paper and coffee gateway, home of a vast complex of U. S. Navy installations, Jacksonville typifies the commercial vigor of the New South.

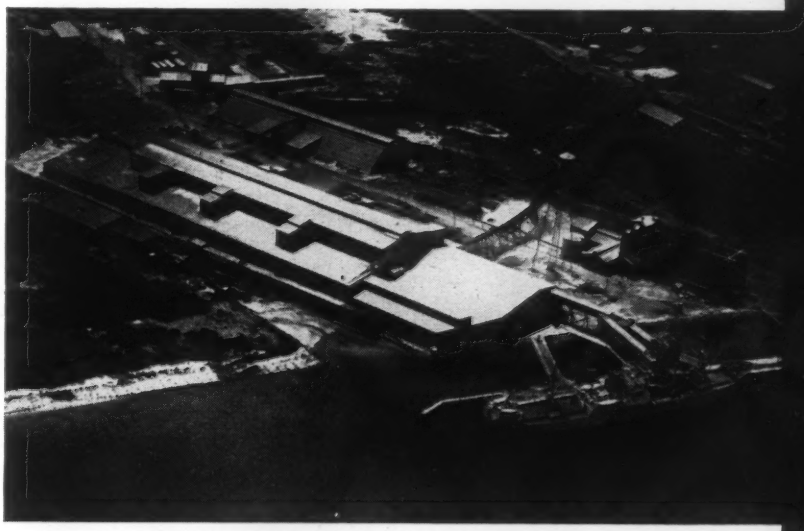
Approximately 375,000 people live in Jacksonville; 700,000 more are in the surrounding market area; most of them watch WMBR-TV.



Total area covered by WMBR-TV's maximum powered signal includes a million people—a billion dollar market reached exclusively by Northern Florida's and Southern Georgia's most powerful station.

WMBR-TV • Jacksonville, Fla.
Channel 4
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

ECONOMICAL COASTWISE transportation is provided by barges operating along Inland Waterway north to Trenton, N. J. Minimum depth of 12′ is provided along entire Atlantic coast. Barges account for 1⅓ million tons of Jacksonville port cargo annually. *Journal photo.*



WATERFRONT INDUSTRIES load and unload directly from steamships at their doors. 34′ channel offers great asset for firms like Wilson-Toomer, whose fertilizer plant is right on the St. Johns.

MG'S AND COFFEE, fertilizer and heavy machinery, tobacco and kraft paper—and practically everything else you can name—pass through Jacksonville warehouses like this. *Charles Smith Studio photo.*

Houston's big families — buying families — are making KiTiRiK's family of ABC shows their first choice. Consistently in full family viewing time between 3 and 7 PM CST, December Trendex shows KTRK-TV in first place — and running well ahead of national averages. Mickey Mouse Club is up 51%, Warner Bros. 40% and Disneyland 30%, while Wyatt Earp beats national ratings 3 to 1. KTRK-TV has become the family station in Houston with better shows and better showmanship for all the family. For Houston's best buy call us or Blair-TV.

The Chronicle Station, Channel 13
Houston Consolidated Television Co.
P. O. Box 12, Houston, Texas
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
National Representatives:
Blair-TV, 150 E. 43rd St., New York 17, N. Y.

ANNE COYLE

on all accounts

A BROKEN ankle may have proved to be the turning point in the life of attractive Anne Coyle, at one time a student of dramatics at Northwestern U.

Miss Coyle was interested in the theatre and active in various play groups, later turning to free-lance acting in 1941. An accident while horseback riding resulted in a cast-bound foot that helped her renounce theatrical ambitions for an agency career.

Today, Anne Bernadette Coyle is radio-tv director and timebuyer at Rutledge & Lilienfeld's Chicago office. Among the broadcast clients are ReaLemon-Puritan Co., National Tea Co., Hawthorn-Mellody Farms Dairy and Silver Skillet Foods.

A native Chicagoan, Miss Coyle attended Loretta Academy, Mount Mary (a Catholic school for girls in Milwaukee) and Northwestern U. Majoring in speech at Northwestern in her junior and senior years, Miss Coyle was active in theatre productions and also participated with dramatic groups on radio (WCFL and WAIT Chicago).

She turned to the agency field in 1944 as an apprentice copywriter at Schwimmer & Scott Inc., later handling tv production on such accounts as Salerno Cookies, National Tea and ReaLemon. She left S&S to join Tatham-Laird in August 1953, concentrating her efforts on C. A. Swanson & Sons poultry and Toni Co.'s White Rain shampoo, and rose to a group supervisor. She joined Rutledge & Lilienfeld in January 1955 as tv director and timebuyer.

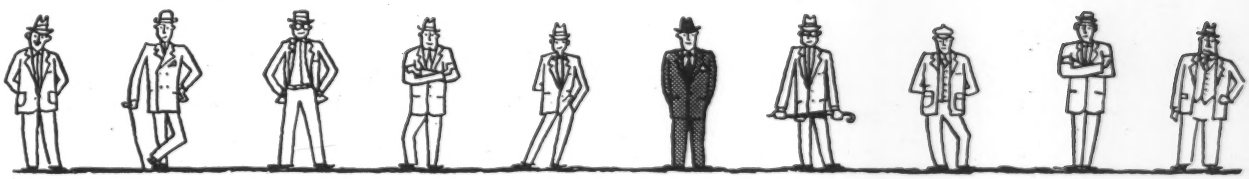
In her present capacity Miss Coyle is active on ReaLemon-Puritan (network user); National Tea Co. (in 14 states; it sponsors radio-tv properties and uses tv spots); Hawthorn-Mellody (which sponsors *Hopalong Cassidy* in Chicago and Milwaukee); Silver Skillet (now using spot radio), and on Booth Fisheries.

Miss Coyle is "lukewarm" about color at this time and points out black-and-white tv goes hard on many small and medium sized clients.

Referring to R&L clients, Miss Coyle noted that the history of ReaLemon-Puritan Co. has been that of emphasis on personality-selling and saturation campaigns. The company in the past has sponsored such individualists as Arthur Godfrey, Robert Q. Lewis and Don McNeill, she points out, and adds that the firm is now negotiating for a network radio or tv property.

Miss Coyle's hobby is travel. She's seen Europe twice, Bermuda and South America. She is a "non-joiner" of clubs and lives in Chicago's South Shore District.

STANDOUT...



That's what *your* product message can now be in this great Industrial Heart of America when you enlist the help of WSAZ-TV's new, *fully-equipped* facilities for color telecasting. As the nation's 12th non-network-owned station to install complete color equipment, WSAZ-TV now offers viewers in five states the standout programming of network color shows, plus films, slides and *live local color production.*

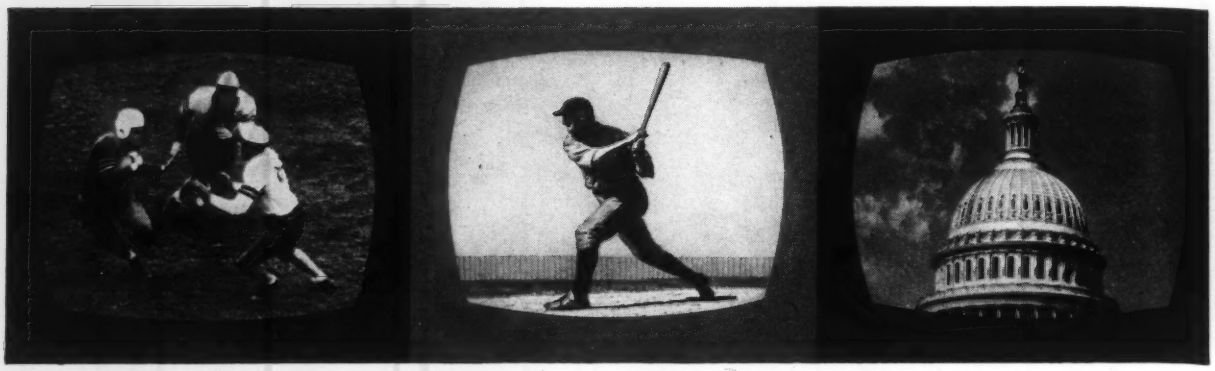
Take full advantage of WSAZ-TV's exciting, new colorcasting. The nearest Katz office can paint you the whole bright picture.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated ABC

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

DO YOU REMEMBER THESE TV "FIRSTS"



1 December, 1945 — **First Intercity Telecast:** Army-Navy Game. Bell Telephone lines link Municipal Stadium, Philadelphia, to New York City. From there it was broadcast by TV stations throughout the area.

2 October, 1947 — **First Telecast of World Series.** Baseball fans in Philadelphia and Washington, D. C., are brought within television range of the baseball classic in New York by Bell System coaxial cable facilities.

3 May, 1948 — **First Commercial Service Starts:** New York City, Baltimore and Washington, D. C. Bell System opens commercial use of TV coaxial cable between New York City and Washington, D. C.

7 June, 1951 — **First Theater TV.** Prize fight in Madison Square Garden carried to nine theaters in six eastern and midwestern cities. Telecasts in New York travel from ringside over Bell System video channels.

8 September, 1951 — **First Coast-to-Coast TV.** Japanese Peace Treaty Conference, San Francisco. To cover ceremonies Bell System advances previous plans, by about a month, for opening cross-country TV service.

9 November, 1952 — **First Presidential Election on TV.** Bell System uses almost 30,000 miles of intercity television channels to carry events to the nation! Programs are transmitted to 110 television stations in 67 cities.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

DURING THE PAST DECADE?

4 June, 1948 — **First TV Political Convention Coverage.** Bell System's eastern television network connects Boston, New York, Newark, Philadelphia, Baltimore, Washington and Richmond covering important sessions.

5 January, 1949 — **First East-Midwest TV Link.** Bell System's eastern and midwestern television networks join 30 TV stations in 14 cities from the Atlantic to the Mississippi — another television milestone.

6 January, 1949 — **First Presidential Inaugural on TV.** Millions of Americans in the East and Midwest watch the inauguration ceremonies. On-the-spot TV coverage is transmitted over Bell System's Television Network.

10 January, 1953 — **First International Television.** Toronto's first television station links Canada to the U. S. by TV network facilities of the Bell System. This historic event marks the first regular video link between nations.

11 January, 1954 — **First Public Colorcast.** Tournament of Roses. Bell System converts transcontinental channels so that for the first time viewers from coast to coast can see the Pasadena classic in color.

12 September, 1955 — **First Colorcast of Football Game.** Georgia Tech-Miami U. game in Atlanta. For the first time a national audience sees football on color television. Game is colorcast to 100 stations in 100 cities.

Today, 10 years after the first intercity transmission of television, Bell System continues to make advances in equipment and technique. It assures the television industry the benefit of the best possible service, at low cost, now and in the future.

What's in a *(Sponsor's)* Name?

Breathes there a sponsor who doesn't want his audience to know his name? Not on Ray Haney's popular "Little Rascals" show on WRC-TV. The Greeks had a word for what happens to Ray's sponsors: *identification*. Nearly *all* the massive fan mail Ray gets every day mentions *County Fair Bread* and *Bosco* by name . . . and associates the quality of those products with Ray Haney's own engaging personality.

This is the kind of Channel 4 response that makes sponsors happy: "Little Raymond drinks his Bosco right along with you" . . . "We get both County Fair rolls and bread, and like them a lot, too" . . . "P.S. We *love* Bosco" . . . "We sure like Bosco."

This makes us happy, too, because this kind of identification means *results*.

For *identification* and *results* . . . think of

WRC-TV

CHANNEL 4

NBC *in Washington*

A SERVICE OF RCA *represented by* **NBC SPOT SALES**

NG

BROADCASTING TELECASTING

March 26, 1956 Vol. 50, No. 13

INVESTIGATIONS OF RADIO-TV BEGIN BUSTIN' OUT ALL OVER

- **House explores charges of network domination of FCC**
- **Senate prepares rehearing of old clear channel case**
- **Magnuson committee readies next stage of its big show**
- **Kefauver introduces bill to change network affiliations**

CAPITOL HILL was erupting last week with investigations into radio and television.

New probes broke out and old ones spread. In both House and Senate, interest in broadcasting and its regulation was never more intense.

It was getting so broadcasters and the FCC could go to either side of the Capitol on any day and find an investigation of their business. If hearings were not going on, bills were being introduced to alter the shape or practices of broadcasting.

Here's how things stood last week:

• House Small Business subcommittee wound up two days of fiery give and take regarding its chairman's charges that the networks dominate the FCC.

• Senate Small Business subcommittee prepared to open its "ventilation" of the daytime broadcasting question late in April or early in May.

• Senate Interstate & Foreign Commerce Committee was poised for resumption of hearings this week, with a successful independent vhf operator (KTTV [TV] Los Angeles) and network executives as witnesses.

• House Judiciary subcommittee, delayed in its projected inquiry into broadcasting and the FCC because of its enmeshment with aeronautical matters, tentatively planned to turn to radio-tv sometime in the next month.

• Network-station relationship was the subject of a bill introduced by Sen. Estes Kefauver (D-Tenn.) to give the affiliate a "property right" in his network contract.

Network aspects of the Senate Commerce Committee's inquiry into tv networks and uhf-vhf problems will be heard beginning today through Wednesday when network spokesmen and others testify.

Witnesses for the first two days: Today, Richard A. Moore, KTTV (TV) Los Angeles; Ernest Lee Jahncke Jr., ABC. Tomorrow, William Lodge, CBS; Joseph Heffernan, NBC. The schedule for Wednesday has not been established and there is some question whether a session will be held on that day.

EVINS OPENS HEARINGS ON NETWORK PRESSURE

THE BROADCASTING industry last week became the cat's-paw in what promises to be the most fiery battle of partisan politics to involve the electronic media in many a year.

The Capitol Hill hassle began almost immediately Tuesday morning as a House Small Business subcommittee began hearings in which records of RCA-NBC and CBS were subpoenaed and officials of the organizations quizzed on their part, if any, in the employment of persons at the FCC. The next day two broadcasters were questioned on whether they used White House influence in getting a tv grant.

During the Tuesday-Wednesday hearings, these things developed:

• Subcommittee Chairman Joe L. Evins (D-Tenn.) said his group had received reports of White House influence in FCC decisions and personnel changes and of changes in FCC's policies and practices, including its diversification policy. He quoted B•T stories and editorials several times to gain his points.

• John Q. Cannon and Julius F. Brauner—secretaries of RCA-NBC and CBS, respectively, and the first two witnesses before the subcommittee—were questioned on whether their respective firms had any hand in the employment of three people at the FCC and one in the Dept of Commerce. These questions were put after the two officials submitted material called for by subpoenaes issued the week before, dating from Jan. 1, 1953. They were asked to go back and look for more records concerning the four persons.

• This line of questioning brought indignant objections from Rep. William L. McCulloch (R-Ohio), the three-man subcommittee's only Republican, who said he hoped there was not going to be a "political fishing expedition." He later asked that the same witnesses produce additional documents of the same type dating back to Jan. 1, 1949.

• Two principals in WXEX-TV Petersburg, Va. (ch. 8), Thomas Garland Tinsley Jr. and Irvin G. Abeloff, were questioned on whether they brought outside influence to bear on the FCC or the White House in the Oct. 1, 1954, FCC grant of ch. 8 to their Petersburg Tv Corp. and denial to a competing firm (WSSV Petersburg).

• FCC Chairman George C. McConnaughey wrote Rep. Evins he was "astounded" at a statement made by the latter the previous week saying Mr. McConnaughey and an assistant had told him that Mr. McConnaughey was a "weak" chairman and had no control over hiring and firing of FCC personnel, and that Robert D. L'Heureux, the assistant, had expressed fear of network reprisal against FCC employes who made decisions unfavorable to the networks [B•T, March 19].

• Rep. Evins, in entering Mr. McConnaughey's letter in the record indicated his statement still stands, despite his misunderstanding that the FCC chairman said "regulated industries," instead of networks. Rep. Evins said both were the "same" to him.

• Three witnesses representing groups of uhf stations made substantially the same testimony they had made several days before to the Senate Commerce Committee, criticizing what they said was FCC's policy of maintaining the "status quo," and calling for changes in the allocations plan [B•T, March 5]. These

WHAT'S IN THE BOXES?

THESE innocent-looking filing cases contain the RCA-NBC and CBS documents subpoenaed by the Evins subcommittee in its pursuit of evidence of network pressure on the FCC. RCA-NBC estimated its records at 10,000 to 12,000 documents.

were Philip Merryman, WICC-TV Bridgeport, Conn. (ch. 43), president of Hometown Television Inc.; John G. Johnson, WTOB-TV Winston-Salem, N. C. (ch. 26), chairman of the UHF Industry Coordinating Committee and of the Committee for Competitive Tv, the latter of which is a joint merger of Hometown and UHFICC; John W. English, WNAO-TV Raleigh, N. C. (ch. 28), and WSEE (TV) Erie, Pa. ch. 35), vice chairman of the merged group.

Other subcommittee principals at the hearings last week, besides Reps. Evins and McCulloch, included Rep. Sidney R. Yates (D-Ill.), the subcommittee's second Democratic member; Rep. Abraham J. Multer (D-N. Y.), a member of the parent committee; Everette MacIntyre, chief committee counsel and staff director; Victor Dalmas, committee minority counsel, and George Arnold, subcommittee counsel.

Mr. Arnold, during a recess, hinted the subcommittee may issue some more subpoenaes.

Mr. MacIntyre said after last week's sessions that the subcommittee will resume hearings shortly after the Easter Recess, March 29-April 9.

He expected at that time, he said, to hear network representatives in a return session and the FCC on its answers to a questionnaire sent to that agency Dec. 21, 1955, for which not all the answers have been submitted, and on other subjects. He said the subcommittee later will get into monopolistic aspects of the broadcasting industry and into the FCC's functions as a commission created by Congress.

Questions the FCC has not answered, Mr. Arnold indicated last week, are:

A. Chronological history and parties in each comparative tv case since July 1953 in which an initial or final decision has been reached, including: (1) identification of any staff reports, memoranda or notes prepared for the FCC or any commissioner; (2) names of commissioners taking a straw vote in any case; (3) names of staff persons preparing informal or preliminary decisions or opinions for commissioners, with date they were instructed to prepare them and date they were submitted to each commissioner; (4) any information or statements concerning a case which were communicated outside the record to any commissioner or staff member by any persons outside the FCC, with identification of such persons and the circumstances— oral or written—under which they were made.

B. All staff reports or analyses on tv allocations, specifically but not limited to recommendations for revised allocation plans, deintermixture, "five-mile" rule, minimum and maximum limits of power and antenna heights, with action taken by commissioners on such reports.

C. Amounts of FCC funds spent on travel for the fiscal years 1954 and 1955 by each commissioner and other top FCC officials, with dates, places, accomplishments and purposes.

D. Notarized statement by each commissioner and other top FCC officials of respective honorariums and gifts given to each and expenses incurred on behalf of each since January 1953 by any person or group which had an interest in past or pending matters before the Commission, including not only persons and firms, but also trade associations, conventions and conferences and communications industry publications, with statements of the purposes of such gifts or expenses.

E. In any FCC rule-making proceeding, names of persons outside the FCC communicating any oral or written information or statements on such a proceeding to any commissioner or staff member outside the record, with circumstances under which such statements were made.

Mr. Arnold said the FCC has not submitted, but has agreed to submit, the following:

A. Copies of all bulletins and directives issued to the FCC staff or in effect after January 1953, including those still in effect and those which have been withdrawn or amended.

B. Classified ownership of vhf and of uhf tv stations by networks, newspaper interests, manufacturers, theatrical interests, educational institutions and others.

C. All tv stations under multiple ownership.

D. All FCC's yearly records on tv profits and total revenues of NBC, CBS, ABC, DuMont and "others."

PRINCIPALS of the House Small Business subcommittee which opened hearings last week are (l to r) Chairman Joe L. Evins (D-Tenn.); Victor Dalmas, minority counsel; Everette MacIntyre, chief counsel and staff director; George Arnold, subcommittee counsel, and Rep. William M. McCulloch (R-Ohio).

TUESDAY

Mr. Cannon said in the opening testimony that, although the congressional subpoena had been served only the previous Thursday afternoon, his staff had reviewed as many of the RCA files as possible. Material presented, he said, includes some 10,000 to 12,000 documents. RCA records, he said, include correspondence, comments and documents on applications filed by RCA in its own name for authorizations and on any matter before the FCC, except for RCA applications with security classification labels. NBC files, he said, include the same for the network.

He stated all NBC officers and department heads had been interviewed for their knowledge of any documents on the employment or prospective employment of any persons by the FCC, but that none knew of any except "routine messages of congratulation to new employes."

He said in the short time allowed by the subcommittee it was impossible to search all files according to the "broad terms" of the subpoenaes. He said this would be a "tremendous undertaking," since it would involve all NBC's files and a substantial part of RCA's.

He said RCA and NBC believe much material that would be produced "would not be of interest or help" and that the committee may not have intended the scope of the subpoena to be so "all-encompassing." He asked the committee staff to examine the material presented Tuesday and if additional information is desired, "we would then welcome the opportunity to discuss the matter with the staff or committee."

Mr. McCulloch asked that the subcommittee's questionnaire to the FCC be entered in the record "to show the breadth and the depth of this prospective investigation or hearing, or whatever this procedure may be called."

He said both the questionnaire and the subpoenas were "wide beyond compare, wide beyond belief and probably have taken countless man hours, some of which, in my opinion, were unnecessarily taken.

"Furthermore . . . I hope that we shall confine ourselves to the purpose and scope that you (Chairman Evins) have indicated in your statement . . . that this does not become a partisan political fishing expedition as might be indicated by——"

Interrupted by Rep. Evins' protestations at this point, he continued, referring to the part of the questionnaire to the FCC regarding gifts and honorariums: "If there have been improper gifts of any kind—and I shall not refer to gifts of which there has been much publicity in the past years—they should be written on the record but not from January 1953, and in due course I shall recommend that every person named be subpoenaed before this committee to give answers to these questions from 1940 to date." He later changed this date to January 1949.

Rep. Evins said FCC had refused to answer the questions on honorariums and gifts and that he had tried to inform Rep. McCulloch of this, but the latter had been out of Washington because of illness in his family.

Mr. MacIntyre said the FCC had been told in a conference that "trivia"—such as "pencils and pen sets"—did not have to be listed or anything else of less than the value of a "12 pound ham."

Mr. MacIntyre asked Mr. Cannon whether he knew if the material submitted contained information concerning Florence I. Porter, confidential assistant to the FCC chairman; Charles W. Gowdy, Mr. McConnaughey's legal assistant; Harold G. Cowgill, chief of the Common Carrier Bureau; and Walter Williams, Undersecretary of Commerce, who has liaison with the White House and regulatory agencies.

Mr. Cannon said he knew of none.

Mr. Brauner said CBS's subpoenaed material

includes all the correspondence requested by the subcommittee; that he and his staff had worked through the weekend to gather it.

He said he knew of no CBS correspondence concerning the four persons Mr. Cannon was questioned about. Messrs. Cannon and Brauner both were asked to recheck their files for information on these persons.

Mr. MacIntyre said the subcommittee had been informed "at least two" of these people had corresponded with networks. He told newsmen he asked about them to test the networks on whether they had made a thorough search of their files.

Mr. McCulloch at this point said he was renewing his request and motion that both witnesses submit documents going back to Jan. 1, 1949 (beginning of the previous Democratic administration), "if there is to be a balanced, fair and unprejudiced record."

Mr. Evins said the subcommittee would consider this request later. He suggested that Mr. McColloch "knows that there have been repeated and overlapping and extensive and many investigations" prior to Jan. 1, 1953.

Mr. Merryman said there is "very general agreement that under the FCC's *present* allocations system, no more than 350 of our communities can ever have tv facilities of their own." He called this a "disgraceful dead-end."

He said the FCC in effect says it is not very important whether a tv viewer gets his program from his own community or from some out-of-town station. But a local station's advantages, he said, are as a forum for local politics, fund-raising, news, advertising, civic education and encouragement of civic enterprises.

He criticized what he said was CBS's blueprint to reduce the national tv system to three network stations in each of 100 communities and said FCC policy has "brought us today so perilously close to that very pass."

Mr. Merryman said Congress should tell the FCC to get started on a plan by June 1 to provide tv to as many communities as want it. He said this might be done by deintermixture, tax differential, drop-ins or other means, but it should be done "right away," before the "small operators have all gone out of business."

He read an exchange of correspondence between WICC-TV and CBS officials in which CBS refused to give the Bridgeport station service on a per program basis without an affiliation contract, on grounds CBS's owned station, WCBS-TV New York, serves much of the same area that would be served by WICC-TV.

WEDNESDAY

Chairman Evins opened the second day's hearing by entering Mr. McConnaughey's letter protesting the Tennessee Democrat's statements about a March 8 conference which included Rep. Evins, the FCC chairman and Mr. L'Heureux [B•T, March 19].

He said Mr. McConnaughey claimed he used the words "regulated industries" instead of "networks." Both words "to my mind mean the same thing," Rep. Evins said.

He said Chairman McConnaughey "wanted to assure me he was not a strong chairman. He certainly discussed his lack of powers of hiring and firing personnel at the FCC. It is clear to me this morning that the chairman of the FCC has a clear recollection of that part of our discussion."

Rep. Evins said Mr. McConnaughey "seems not to recall properly that part of our discussion dealing with the fear of reprisals against members of the staff of the FCC who speak out against or take positions against the interests of the industries regulated.

"While Mr. McConnaughey may have a lapse of memory in this respect, I have not. I clearly recall the discussion that dealt with this fear of reprisal.

"Mr. L'Heureux stated this fear of reprisal was one of the reasons why the FCC was reluctant to divulge to the members of this subcommittee the names of the staff members who had written memoranda or taken particular possitions concerning contentions before the FCC." Mr. McConnaughey, he said, "quickly concurred."

Mr. Tinsley, who besides being president of WXEX-TV Petersburg, also is president of WLEE Richmond and WITH Baltimore, submitted records on WXEX-TV, WLEE, WITH and WITH-TV (for which he holds a uhf construction permit).

Mr. MacIntyre questioned Mr. Tinsley about his interests in politics as chairman of the Maryland Citizens for Eisenhower in 1952 before the GOP convention, asking him if he was responsible for a letter sent out in his name in early 1953 calling on all "loyal Republican party workers" to get in touch with him (Mr. Tinsley) for patronage.

Mr. Tinsley said he knew about the letter, but was not responsible for it. He said he was criticized for the letter by regular GOP members for being an "amateur" and a "Johnny-come-lately."

Mr. MacIntyre asked the witness if he had been "friendly" with Comr. Robert E. Lee after his 1953 political activities, and if he had invited Comr. Lee to his suburban Baltimore home in September 1954 "for entertainment, or visiting, dining?"

Mr. Tinsley said he didn't remember the date, but that Comr. Lee and Sol Taishoff, editor-publisher of B•T, had accompanied him on an inspection tour of WITH and WMAR-TV and WBAL-TV in Baltimore. After the tour it was late, he said, and Comr. Lee and Mr. Taishoff went to Mr. Tinsley's house for dinner, where they stayed around two hours, then returned to Washington.

Mr. MacIntyre asked him if this wasn't in September 1954, just prior to Oct. 1, 1954, when the FCC granted ch. 8 to WXEX-TV. Mr. Tinsley said he couldn't recall what date it was.

[The date on which Comr. Lee and Mr. Taishoff visited several radio-tv stations in Baltimore and had dinner with Mr. Tinsley was April 5, 1954, according to B•T records].

Asked several times whether the date of the visit was not in September 1954, Mr. Tinsley repeated that he couldn't remember. He said he was aware that both Comr. Lee and two other Republican commissioners voted in his favor, while the two Democrats voted against him.

Mr. Tinsley said he did not ever remember making statements, while the decision was pending and before Comr. Lee's visit, that he had political influence in Washington. He admitted he might have expressed "confidence" he would win the grant "because we had a far superior application" than the competing applicant.

He said he did not talk to Comr. Lee about the application while Mr. Lee was at his home, nor did he talk to Comr. John C. Doerfer about it. He acknowledged, however, that he probably told all the commissioners at one time or another at public gatherings that he hoped they would "get this processing line moving so we can get some grants out."

He said he talked to J. Paul Marshall, a Baltimore attorney and a leader in the Young Republicans Club there, and that Mr. Marshall seemed to have a "mild interest" in getting a job at the FCC. He did not remember talking to anyone else about a job at the FCC, he said. He denied that he ever had talked to other persons on this subject, nor to anybody at the FCC about it.

Questioned by Rep. Multer, Mr. Tinsley said he raised "about $10,000" for Republicans during the 1952 campaign, contributing about $3,000 himself and his mother a similar amount.

He said that before the ch. 8 grant to WXEX-TV, his company and the competing applicant had made overtures toward each other to effect a merger or some other understanding.

WXEX-TV's offers included cash (from $10,000 to $20,000 for expenses incurred in contest) and minority non-voting stockholdings of a comparable value, he said. He said WSSV (Louis H. Peterson and others) refused because they wanted control of the stock. He said WXEX-TV again tried to effect a settlement after the grant and during WSSV's appeal to

A QUESTION OF CONTEXT

FCC Chairman George C. McConnaughey in his letter to Rep. Evins Tuesday said he was "astounded to read the press release" . . . which suggests . . . I had indicated that networks had control over the staff of the FCC." He added: "My staff's recollection and mine are quite clear that you never discussed or mentioned any matter relating to the networks' alleged control of FCC staff, nor did I.

"As you will recall you stated that you had heard rumors about the power of the chairman of this Commission, because of his ability to select, promote or remove staff people, to get opinions and recommendations from the staff so as to carry out his own personal policies.

"In response to this I pointed out that rather than being a powerful chairman with respect to control over staff in this regard, I had extremely limited powers and that all personnel actions were subject to the control of the full Commission. It was only in this connection that I mentioned I was perhaps the weakest chairman of any of the regulatory agencies with respect to my powers over personnel and the establishment of policy.

"Neither I nor any of my staff can recall any statement by Mr. L'Heureux to the effect that if the names of staff 'were known in instances where they had taken positions unfavorable to the networks, the networks would see to it that such staff personnel were fired.'

"Mr. L'Heureux did point out that agencies were generally reluctant to release staff opinions or interoffice memoranda because, if such information were made public, it might invite a situation where staff personnel would give opinions with an eye to newspaper publicity and affected regulated industries might tend to place pressures upon personnel, either through recourse to members of Congress or otherwise."

the U. S. Appeals Court of D. C., but that WSSV still held out for control of the ch. 8 station.

The appeals courts backed up the FCC decision and WSSV now is trying to obtain a writ of certiorari to carry the case to the U. S. Supreme Court, Mr. Tinsley said.

Mr. Tinsley explained WXEX-TV's operation, saying the station is very generous to all political candidates in granting time (he said the station is the only one in the U. S. on a 24-hour operation).

Mr. Evins said Mr. Tinsley had used his influence in a "very partisan way once," obviously referring to the Eisenhower campaign.

When Mr. Tinsley's attorney, Harry M. Plotkin, asked if Rep. Evins meant Mr. Abeloff's influence "personally" or in connection with his radio and tv operations, Rep. Evins replied that he thought the two were "very closely connected."

Rep. McCulloch interrupted at this point, saying that Mr. Tinsley's participation on behalf of Mr. Eisenhower in 1952 was a "laudable undertaking;" that he should have an interest in public affairs; that as long as he doesn't "unfairly grant time on radio or tv, he shouldn't be subject to any criticism whatsoever."

Mr. Plotkin explained that R. C. Embry, general manager of WITH and also subpoenaed by the subcommittee, had no records in his possession and that the House unit's staff had agreed to excuse him from a physical appearance per a previous agreement.

Mr. Johnson called for deintermixture of vhf and uhf, saying uhf "is a fine service" and can prosper in areas where it has no vhf competition. But to date, he said, the FCC has shown no inclination to "seriously pursue" deintermixture.

He said one serious problem created by "this faulty allocation of vhf and uhf channels has been the strangulation of the ABC network." Scarcity of equally competitive facilities freezes ABC's potential growth, he said, as well as any new network. He said that "to the extent the ABC network is hemmed in, the future development of additional tv outlets is likewise severely limited."

He said the FCC is aware of the allocation problem, but must act promptly. "They have had the matter under study for some two years now. If the 'study' lasts much longer there will be little left to study," he said.

Mr. English said uhf service has "come to a standstill because of the artificial restraints placed upon it by the Commission's allocations plan. That plan needs amendment."

He said the FCC has called for suggestions, received plans, heard comments and brought court actions, but "throughout it has acted as though its primary concern was for vhf operators and applicants, and it has given every practical reason to believe that it does not understand and is almost hostile to the position of the uhf operators.

"Your committee has expressed concern about the relations between the FCC and the networks. I wish the FCC had listened to the networks more," he said, adding that all the networks have expressed concern over the uhf problem and have suggested remedies, but they have been ignored.

The cures, he said, are (1) to get an immediate answer from the FCC on its intentions, (2) to prevail upon the FCC to deintermix as many markets as possible to allow full development of uhf and (3) to prevail upon manufacturers to make all future sets all-channel by "creating a 10% differential in the tax on vhf-only sets as compared to all-channel sets."

NEW GO-ROUND ON CLEAR CHANNEL CASE

IT'LL be the clear channel case all over again!

That sentiment was expressed in varying degrees by many Washington radio observers last week following the announcement by Sen. John Sparkman (D-Ala.) that a subcommittee of his Senate Small Business Committee would investigate the daytime broadcasting situation [B•T, March 19].

Appointed to head the subcommittee was Sen. John F. Kennedy (D-Mass.). Other members of the subcommittee are Sens. Wayne Morse (D-Ore.) and Andrew F. Schoeppel (R-Kan.).

Hearings are likely to be held the end of April or the early part of May, it was learned. Staff work on the subject is headed by 31-year-old Samuel M. McMillan, Mobile, Ala., attorney; Harvard Law School graduate (1954).

Congressional interest in daytime broadcasting follows by three months the filing of a petition with the FCC by the Daytime Broadcasters Assn. Daytimers seek a change in FCC rules to permit them to begin broadcasting at 5 a.m or sunrise, whichever is earlier, and to cease operating at 7 p.m. or sunset, whichever is later [B•T, Dec. 12, 1955].

Present FCC rules require daytime stations to begin broadcasting not earlier than local sunrise and to go off the air not later than local sunset.

Sen. Sparkman, whose wife owns 49% of WAVU Albertsville, Ala., said that "small daytime broadcasting stations have complained to the Small Business Committee that present restrictions on their broadcasting hours make it impossible for them to render adequate services to the communities in which they are located . . . The number of complaints has been so large as to justify the appointment of a special subcommittee to investigate this problem."

INVESTIGATORS

KENNEDY MORSE SCHOEPPEL

Sen. Kennedy said:

"There are over 900 am stations in this country which are limited to daytime operation by order of the FCC. The channels on which these stations operate are used at night by full-time stations. Numerous complaints have been received that the favored position of these full-time stations makes effective advertising by small businessmen impossible. We have also heard complaints that many small communities are denied coverage of matters of local importance during hours after sunset. These limitations of hours are based on rules set out 30 years ago when there was only a handful of stations in the entire country. The subcommittee is interested in whether the public interest requires the extension of broadcast hours for those stations presently limited to daytime broadcasting. The subcommittee is anxious to learn the views of the FCC on this matter, and is especially interested to know what justification there is, if any, for the failure of the FCC to come to a decision on the issue, which has been pending before it for more than 11 years."

Sen. Kennedy's reference, obviously, was to the 1945-48 clear channel hearing when the FCC took voluminous testimony from broadcasters and other groups on the question.

The 107 standard broadcast bands at that time were divided into 60 clear or semi-clear channels, 41 regional channels and six local channels. For wide area nighttime coverage —via skywave propagation—the Commission adopted a policy of granting only one station on the 1-A clear channels. Other stations on these channels were required to protect the dominant station by way of directional antennas or lower powers.

There are now 59 such clear or semi-clear channel stations. Also on the cleared frequencies are 140 Class II stations and 465 daytime stations.

The 41 regional channels are occupied by 741 full time Class III stations and 666 daytime stations.

The six local frequencies are occupied by 918 full time stations.

This is a total of 1,131 daytime only stations, and 1,858 unlimited time stations. Total am stations are 2,989.

The FCC has never issued a final decision in the clear channel case.

A subsidiary facet of the clear channel inquiry involves daytime skywave. This question was opened for comments by the FCC in 1947, but was subsequently consolidated with the clear channel case. In 1954, it was re-established as a separate docket. In March 1954 a tentative decision was issued, and in January 1955 the FCC invited further comments. No further action has been taken by the FCC.

Skywave is the term used to connote the propagation characteristics of standard broadcasting frequencies at night. Am signals at night follow two paths—along the ground and into the sky. In the former, or groundwave path, the signal becomes unusable after traveling anywhere from 10 to 100 miles from the transmitter. In the latter, skywave, the signal is bent back to the earth by the ionosphere at great distances from the transmitter. This phenomenon occurs only at night.

The skywave phenomenon actually begins a few hours before sunset and continues for a few hours after sunrise. This was the genesis of the daytime skywave case.

The FCC's proposals on daytime skywave envisaged rule changes for Class II stations (secondary stations on clear channels) providing for earlier transitional periods to protect the Class I (clear channel) stations.

Actually, the daytime broadcasters asked for a revision of their operating rules in 1954. However, the petition filed last year superseded the earlier one. The daytimers' request has been opposed by the Clear Channel Broadcasting Service [B•T, March 12] and by a group of clears and regionals. The latter asked that the DBA petition be dismissed because it failed to incorporate technical data and that, in essence, it was a late filing in the daytime skywave case.

DBA is headed by Ray Livesay, WLBH Mattoon, Ill., chairman, and Jack S. Younts, WEEB Southern Pines, N. C., president. Former FCC Comr. Frieda B. Hennock is counsel.

NBC-WESTINGHOUSE QUIZ SIDETRACKED IN COMMITTEE

PLAN of the House Judiciary subcommittee to quiz the FCC in the next week or so on the NBC-Westinghouse swap—and also delve into the antitrust policies of the Commission in radio-tv as well as general communications—went awry last week as the subcommittee found itself entangled in aviation matters.

Just when the subcommittee, headed by Rep.

Emanuel Celler (D-N. Y.) will reach communications was anybody's guess last week. Best bet seems to be sometime next month.

Investigation is on the basic question of the antitrust laws and regulated industries. The New Yorker, in his opening statement earlier this month [B•T, March 5], intimated that there may be unhealthy conditions where regulated industries influence the agencies established to regulate them.

The NBC-Westinghouse stations swap was injected at the opening session of the subcommittee when the then Assistant Attorney General Stanley N. Barnes was its first witness. Rep. Celler raised the question whether the FCC "thumbed its nose" at the Justice Dept. in approving the exchange after it had been informed the antitrust division of the Justice Dept. was checking the allegations that "coercion" was involved.

In his opening remarks, Rep. Celler said the subcommittee would seek to ascertain whether there was undue concentration in tv, whether certain network practices were compatible with the antitrust laws, whether certain advertisers were using an undue amount of broadcast time, the FCC's antitrust policies and the current uhf-vhf allocations study.

Besides Rep. Celler, other subcommittee members are Democrats Peter W. Rodino Jr. (N. J.), Byron G. Rogers (Colo.) and James M. Quigley (Pa.), and Republicans Kenneth B. Keating (N. Y.), William M. McCulloch (Ohio) and Hugh Scott (Pa.). Herbert Maletz is chief counsel for the subcommittee.

KEFAUVER BILL HITS AFFILIATION CANCELLING

A BILL that would confer a "property right" on a radio or tv station's affiliation with a network was introduced Tuesday (March 20) by Sen. Estes Kefauver (D-Tenn.).

The bill (S 3494) would prohibit affiliation contracts under which a network could terminate the affiliation at its option without the consent of the station "for any cause not specifically described and provided for" in the contract—unless the contract provides for payment by the network to the station of a sum "equal to the reasonable value" of the contract.

The "reasonable value" of the affiliation contract would be decided by three appraisers—one each to be selected by the network and station and the third by agreement between the first two appraisers.

Richard J. Wallace, Sen. Kefauver's aide, said the Tennessee Democrat had presented the bill for introduction, but had made no accompanying statement of its purpose because he left Washington shortly afterward for Minnesota where, he was a principal in that state's Democratic primary Tuesday for nominating a candidate for President.

However, Mr. Wallace said, the bill is self-explanatory. Asked whether anyone had suggested the bill, which carries a similar clause for contracts between automobile dealers and manufacturers, Mr. Wallace said the need for such a bill for automobile dealerships "became evident" at recent hearings of the Senate Judiciary Committee's Antimonopoly Subcommittee.

The need for a similar law governing radio and tv network affiliation contracts similarly has become evident during the Senate Commerce Committee's current series of hearings on tv networks and uhf-vhf troubles, Mr. Wallace said.

He said radio-tv stations which spend a lot of money acquiring facilities which qualify them for network operation should have "some property right" vested in their affiliation contracts with networks.

The Kefauver measure was referred to the Senate Commerce Committee.

The part of the bill pertinent to network affiliation reads:

"No radio or television network franchise [affiliation contract] executed after the date of enactment of this Act shall include any provision for its cancellation or termination at the option of the network, without the consent of the station, for any cause not specifically described and provided for in the franchise unless such franchise provides for the payment by the network to the station, upon the cancellation or termination thereof by the network without the consent of the station for any cause not so specified in the franchise, of a sum equal to the reasonable value of such franchise to such station, as determined by three appraisers, of whom one shall be selected by the network, one shall be selected by the station, and the third shall be selected by agreement of the two appraisers selected by the network and station, respectively."

HOSMER, ANFUSO ADD ENCORE ON AD ABUSE

THE overcommercialization pot continued to bubble last week.

Item: Rep. Craig Hosmer (R-Calif.), who lashed out at what he called overloud commercials [B•T, March 19] told his colleagues last week that he was still waiting for an answer to his March 5 letter to FCC Chairman George C. McConnaughey asking that something be done to stop alleged volume boosts during the periods when commercial messages are aired.

He reported that he had received a large favorable public response to his outcry (23 excerpts were reported in the March 20 *Congressional Record*), and he added:

". . . this means is taken to discuss public reaction to my complaint to illustrate that it is not an isolated one. I hope it may serve either to get action from the FCC, or to spur broadcasters themselves to adopt self-disciplinary measures against 'riding the gain' . . . The mildest thing that can be said of the practice is that it is unsportsmanlike; the worst that can be said of it is unprintable."

Rep. Hosmer said that he was sending copies of his remarks to the major radio and tv networks with a request that they take action to "clean up their own houses."

Item: FCC Chairman McConnaughey was on the receiving end of another letter from a Congressman—this time from Rep. Victor L. Anfuso (D-N. Y.) on the subject of bait-switch advertising. After referring to the announcement that the Brooklyn district attorney had established a 24-hour radio-tv monitoring service to check commercials [B•T, March 19], Mr. Anfuso said he had written the FCC chairman asking what steps have been taken or are being considered to prevent "further abuses of this sort." His statement was also published in the *Congressional Record*.

TV CODE BOARD CHALLENGES CRITICS

IN THE FACE of mounting criticism of bait-switch advertising on the air, NARTB's Television Code Review Board last week challenged critics to produce evidence with which to confront alleged offenders.

Although maintaining that critics have exaggerated tv's role in such advertising, the board unanimously adopted a resolution asserting that action will be taken to withdraw the board's seal from any subscribing station that is shown to be violating the code's provision against bait-switch advertising and refuses to desist.

The resolution invited the public to back up complaints by filing "documentation" with the code board.

The board also wired all code subscribers—the three networks and 267 stations—last Thursday night asking each one to submit within 48 hours a report on its status in regard to bait-switch advertising.

The telegram, obviously referring to a blast by Federal Trade Comr. Lowell Mason [B•T, March 19], noted that a federal official had charged publicly that television is "surfeited" with bait advertising and that a million-dollar monitoring program should be undertaken by the government. This clearly would over-ride industry efforts at self-regulation, the telegram continued, pointing out that effectiveness of the code depends on voluntary observance of its provisions by individual stations.

Each subscribing station was asked to submit to the code board within 48 hours—by last Saturday night—a report (1) showing whether it is carrying or plans to carry bait-switch advertising as defined in the code; (2) giving the number of advertisers whose business has been refused for violation or seeming violation of the bait-switch ban, and (3) stating that station's position, implicit in its being a code subscriber, in the support of self-regulation as against government review.

The pertinent code provision, an amendment approved by the NARTB Television Code Board in February, asserts: "Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure a customer into purchasing higher priced substitutes, is not acceptable."

Although deliberations leading to the bait-switch actions occupied most of the code board's meeting, held Wednesday and Thursday morning in New York, the group also took steps related to the new affiliation type of membership which has been proposed for tv film producers and distributors.

Spokesmen reported later that G. Richard Shafto of WIS-TV Columbia, S. C., code board chairman, will appoint a subcommittee which with NARTB staff members will try to set up a meeting with film production and distribution representatives to work out a formula for film industry cooperation with the code.

NARTB President Harold E. Fellows said he was "optimistic" about securing the cooperation of film pepole. He noted that about one-third of U. S. tv programming is on film, that the station licensee is responsible for the content of all programs he broadcasts, and that accordingly film people do well to make sure that their product does not contain material that is objectionable and cannot be used. The answer, he said, is for them to observe the code's principles.

Mr. Fellows expressed hope that a formula for film cooperation could be completed by the time of the next NARTB Television Board meeting, slated in June.

Continuity acceptance officials of the three networks met with the board Wednesday. They included Mrs. Grace M. Johnsen, ABC; Herbert A. Carlborg, CBS-TV, and Stockton Helffrich, NBC-TV.

Reports to the board were made by Edward H. Bronson, NARTB code director, and Charles S. Cady, assistant director. Other staff members at the meeting, besides Mr. Fellows, were Thad H. Brown, NARTB tv vice president; Robert L. Heald, chief attorney, and Robert K. Richards, consultant.

All code members attended, including Chairman Shafto; William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, WFIL-TV Philadelphia.

MAHONEY SELLS AGENCY TO MJ&A

Rapid-rising advertising man will become president of Good Humor Corp. MacManus, John & Adams absorbs $2 million in client billings with purchase.

DAVID J. MAHONEY, 32-year-old president and treasurer of David J. Mahoney Inc., New York, last week culminated his meteoric 10-year rise in the advertising profession by announcing the sale of his agency to MacManus, John & Adams, Bloomfield Hills, Mich., effective Aug. 1. Mr. Mahoney will become president of Good Humor Corp. (ice cream), Brooklyn, N. Y. [CLOSED CIRCUIT, March 19].

Although the sale price was not disclosed, it was understood that nearly all of the accounts serviced by both Hollywood and New York offices of Mahoney would move to the New York office of MJ&A, representing an additional $2 million billing. Accounts include:

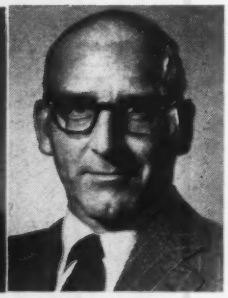
MR. MAHONEY

Ceribelli & Co. (Brioschi anti-acid preparation), Fair Lawn, N. J.; Garrett & Co. (Virginia Dare wine), Brooklyn; Noxzema Chemical Co. (instant shaving lather), Baltimore; Rembrandt Tobacco Corp. (Regent, Rembrandt cigarettes), Brightwaters, N. Y.; S. A. Schonbrunn & Co. (importers of Medaglia d'Oro Espresso Caffe), New York; S. B. Thomas Inc. (Thomas English muffins and other baking products), Long Island City, N. Y.; Warner-Lambert Pharmaceutical Co. (Sportsman toiletries), New York, and White Rock Corp. (carbonated beverages), Brooklyn, N. Y.

Good Humor Corp., currently serviced by the Mahoney agency, will not move over to MJ&A now and Mr. Mahoney has so far declined to name the agency which will handle the account when he becomes president. Other Mahoney accounts with their status unsettled as of last week: Reynolds & Co. (investment brokers), New York; Continental Screw Co. ("Holtite" screws, nuts and bolts), and Hy-Pro Tool Co., both New Bedford, Mass.

So far as a move of Mahoney personnel is concerned, Henry G. Fownes, vice president and general manager of the New York office of

MR. FOWNES



MR. McCARTHY

MJ&A, said that of the 26 Mahoney staff people, only Cal. J. McCarthy Jr. has been picked. Mr. McCarthy will become a vice president and account supervisor. Other personnel transfers are being discussed at the present time, Mr. Fownes told B•T.

MJ&A, with an estimated annual total billing of $40 million—25% of this in broadcast media—maintains offices in Bloomfield Hills (Detroit), New York, Baltimore, Chicago, Los Angeles, Miami and Toronto. Its client roster lists, among others, Cadillac and Pontiac divisions of General Motors Corp., Dow Chemical Co., Bendix Aviation Co., Minnesota Mining & Mfg. Co. (Scotch Brand tape), Chas. Pfizer & Co. and Ferry-Morse Seed Co.

It also was understood that Mr. Mahoney, after announcing his personal plans to his own clients last month, recommended a move to MacManus, John & Adams as benefiting them by an association with "a long established agency with a wealth of resources and experience . . . with offices throughout the nation including an aggressive New York operation." According to MJ&A President Ernest A. Jones, absorption of the Mahoney accounts listed so far as definitely transferring, is being considered "a further expansion . . . of our New York office."

Mr. Mahoney, who joined Ruthrauff & Ryan in 1946 as a mail clerk trainee, within a month worked his way up to assistant account executive on Lever Bros. Co., shortly thereafter was named account executive on Garrett wines (which he took with him as his first account), and in 1951 was named a vice president. He resigned that same year at the age of 27 to start his own agency.

Bell Makes Tv Debut April 8 In CBS-TV Sunday Program

AFTER a long search for a network tv time slot, conducted from the very start of this program season [B•T, Feb. 27], American Telephone & Telegraph Co. has found the network, CBS-TV, and the time, Sundays, 6-6:30 p.m EST. It will start April 8, one week after *Omnibus* concludes its season on the network (5-6:30 p.m).

The new show, a weekly series of half-hour film dramatization from the stories of John Nesbitt, radio and movie narrator, is sponsored by the Bell Telephone System and entitled *Telephone Time*. It is the system's first network tv show. The system has sponsored *The Telephone Hour* for years on NBC Radio (9-9:30 p.m. EST). That program continues.

The series—Mr. Nesbitt will appear in each film to introduce the story—is being filmed at the Hal Roach Studios, Hollywood, with Hal Roach Jr. as executive producer and Jerry Stagg as producer. Thirteen stories already have been produced. Each is based on true incidents of historical or current interest, pointing up man's "positive achievements." The agency is N. W. Ayer & Son, New York.

Gruen Allows Local Tie-ins

LOCAL jewelers can tie into a network program with no cost to the dealers under a plan offered by Gruen Watch Co., Cincinnati, as part of Gruen's coast-to-coast participations in NBC-TV's *Today*, *Home* and *Tonight* shows, the watch company said last week.

Gruen, which April 4 begins a saturation participation campaign on the three shows, has told its dealers they in effect are free to use telops featuring their store location during the network originated sales talk on any or all of the Garroway-Francis-Allen shows. "In this manner," Gruen said "the local Gruen dealer is practically a co-sponsor in his area while having the backing and prestige and value of a nationally-viewed show."

Radios Will Wear White

ALTHOUGH its commercials during ABC-TV's coverage of the Kelly-Ranier III wedding rites will be "strictly institutional" [B•T, March 19], Peter Pan foundations said last week its special store displays during the ceremonies won't be. The brassiere and girdle manufacturer said it currently is installing pure-white portable radios in 7,000 U. S. stores to "create a huge, captive audience of at least 250,000 women in a romantic, feminine setting" for the short-wave pickups from Monaco.

This plan and others directly tied into the ABC coverage were revealed last week during a special multi-city closed circuit ABC Radio broadcast to Peter Pan sales representatives. The firm plans to use all media to promote its coverage "in a dignified manner."

Lever Bros. Names Schachte, Burding, Moser as Directors

ELECTED Thursday (March 22) to the board of directors of Lever Bros. Co., New York, were Henry Schachte, advertising vice president; W. N. Burding, marketing vice president, and John P. Moser, production vice president. Mr. Schachte, former senior vice president of Bryan Houston, joined Lever Bros. a year ago as vice president in charge of advertising, promotion, public relations and marketing research. Mr. Burding, former vice president of Standard Brands Inc., came to Lever in 1949 as head of its Good Luck Div., and in 1953 was named vice president in charge of marketing. Mr. Moser has been with Lever Bros. since 1925, starting as a research chemist at the company's Cambridge plant, and successively holding administrative posts until being named to his present post in 1953.

Hotpoint Sales Campaign To Use Radio-Tv Material

RADIO-TV merchandising and sales promotional materials will be utilized by the Hotpoint Co., Chicago, during a 90-day, $1 million campaign designed to sell approximately $10 million worth of electric ranges.

Suggested radio commercials and tv films will be offered to dealers as part of the "Swing Into Spring" promotion drive starting immediately. The company's range department will join with dealers and distributors on cooperative expenditures, according to D. J. Irvine, marketing manager.

Tv films will deal with ranges, food displays and various premium ideas. Agency for Hotpoint is Maxon Inc., Chicago.

Richards Agency Names V.P.'s

THREE new vice presidents have been appointed at Fletcher D. Richards Advertising Agency. They are John E. Hamm, account executive of Eastern Air Lines account, N. Y., with the firm since 1945; Seymour J. Frolick, director, tv-radio dept., N. Y., with the agency since 1946, and Alfred E. Smith, manager, Harrington-Richards Div., San Francisco, with the agency since 1949.

NBC-TV

BASIC NETWORK

in the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain... more than 100 ft. higher than any station in this market. WXEX-TV has maximum power—316 KW. There are 415,835 TV families in the WXEX-TV coverage area. See your Forjoe man for full details about this great buy.

Channel 8

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

1st in KANSAS

15 OUT OF 15 TOP Weekly Shows (PULSE, Jan. 1956)

9 OUT OF 10 TOP Multi-Weekly Shows (PULSE, Jan. 1956)

KTVH IS UNANIMOUS CHOICE

IN THE WICHITA-CENTRAL KANSAS AREA

ASK YOUR H-R MAN FOR DETAILS SO YOU CAN SELL THIS RICH MARKET

KTVH
HUTCHINSON
KANSAS

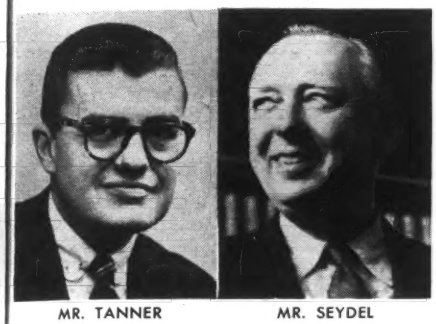
VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

CHANNEL 12
CBS BASIC
Represented Nationally by H-R Representatives, Inc.

Anderson & Cairns Elects Seydel, Tanner Directors

VICTOR SEYDEL, vice president and director, radio-tv department, and Ralph Tanner, vice president and account executive, Anderson & Cairns, New York, have been elected directors of the agency, John A. Cairns, president, announced last week.

Mr. Seydel, with the firm since 1949, has been eastern radio-tv director for Walter &



MR. TANNER MR. SEYDEL

Downing Agency's New York office, and staff director with the Blue Network and ABC. Mr. Tanner had been with Anderson & Cairns before joining Mooresville Mills as advertising and sales promotion manager, later becoming vice president and director in charge of sales and production coordination, and director and vice president in charge of sales, Sunbury Textile Mills.

Ruthrauff & Ryan Changes Include Anderson Promotion

APPOINTMENT of George B. Anderson as director of its radio-tv department and other personnel changes were announced by the Chicago office of Ruthrauff & Ryan Inc. last Monday.

Mr. Anderson, formerly creative director, succeeds Roswell W. Metzger, who recently was appointed executive vice president of the agency. Assistant director is Walter Daspit Jr.

In other changes Jerry Sperling, a producer, was named production manager in Chicago, succeeding Edward E. Simmons, who transfers to R & R in Los Angeles as west coast radio-tv director. Holly Shively continues as business manager of the Chicago radio-tv department.

Michigan State U. Reports On Sales During Press Strike

BREAKDOWN of Michigan sales tax figures to show some adverse effects of the Detroit newspaper strike in December and early January was circulated last week by the Bureau of Business Research, Michigan State U. The report was signed by David J. Luck, bureau director.

No mention is made anywhere in the report of the generally accepted department store index of the Federal Reserve Board. These figures showed that Detroit department store sales increased more than sales in most U. S. Cities [B•T, Jan. 16] during December.

A comparison showing December retail sales compared to December 1954 is focused on Detroit city sales in comparison with Wayne County (outside Detroit), showing declines for Detroit city in apparel (14.4%) and general merchandise (6.3%); a slight loss (.6%) in food, and significant gains in automotive (18.5%) and furniture (13.9%). Important gains were shown in Wayne County.

The total Detroit (report does not define whether city or Wayne County) sales for December were found to be .97% under the same 1954 month.

On the other hand, the report shows that retail sales for the month in Wayne County were above expected sales in the case of apparel, met the goal in case of furniture and showed a loss only in general merchandise. Also, only general merchandise showed a loss in the case of the "total metropolitan area."

While many of the figures would indicate retailing suffered brutally as a result of the newspaper strike, this sentence is found at the end of the report, "The total metropolitan area's retail sales in the five major groups totaled some $4 millions more than we would project as normal for December on the basis of trends." A sharp trend toward buying outside the city is shown.

Procter & Gamble Combines Media Commercial Production

PROCTER & GAMBLE's supervisory responsibility for radio and tv commercial production, formerly separated for the two media, has been combined as a new "commercial production section" headed by William R. Ramsey, formerly P&G's director of radio.

A programming section also has been created with William F. Craig, formerly P&G's tv director, appointed director of that unit. The sections actually operate under Procter & Gamble Productions Inc., Cincinnati, a P&G subsidiary. A P&G spokesman said last week that the combination of the units in no way affects agency production of radio and tv commercials for P&G.

Spot Report Adds Five

THE addition of Christiansen Adv., Chicago; Grant Adv., Detroit; Ralph Sharp Adv., Detroit; John W. Shaw Adv., Chicago, and Van Sant, Dugdale & Co., Baltimore, by Executives Radio-Tv Service, Larchmont, N. Y., brings the total of participating agencies cooperating with publication of the monthly spot radio report to 60, it was announced last week.

The firm also said that with the addition of these five agencies, the following accounts will henceforth make public their radio spot activities: American Brewry, Awrey Bakeries, Crosse & Blackwell, Dodge Div., Chrysler Corp., Esskay Meat Products, Famous Foods, Florida Power-Light Co., Jewel Food Stores, King Mfg. Co., Levering Coffee Co., Michigan Food Dealers Assn., National Airlines, Quaker Oats Co., San Giorgia Macaroni, Shedd-Bartush Foods and Webcor (Webster-Electric).

Wine Company Uses Tv

ITALIAN SWISS COLONY (wines), San Francisco, through Honig-Cooper Co. there, has signed to sponsor various half-hour syndicated shows on the following stations: KPIX-TV and KRON-TV San Francisco; KPRC-TV Houston; KMJ-TV Fresno, Calif.; WPIX (TV) New York; KOVR (TV) Stockton, Calif.; KTTV (TV) Los Angeles; KIEM-TV Eureka, Calif.; WGN-TV Chicago, and XETV (TV) Tijuana, Mex. The wine firm also uses tv and radio spots.

Firm to Assist Agencies

THE SHRIVER Co. has been formed to offer specialized radio-tv planning, writing and production to agencies and stations in the Washington-Baltimore area. Heading the new firm at 511 N. Charles St., Baltimore 1, is William H. Shriver Jr., formerly on the radio-tv staff at Van Sant, Dugdale & Co., Baltimore agency.

FORECASTER

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Mar. 27 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also April 3, 17).

Mar. 29 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson (also April 26).

Mar. 31 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also April 7, 14, 21, 28).

April 7 (9:30-11 p.m.) *Ford Star Jubilee*, "Twentieth Century," Ford Motor Co., through J. Walter Thompson

April 12 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

NBC-TV

Mar. 26-30 (3-4 p.m.) *Matinee*, participating sponsors (also April 2-6, 9-12).

Mar. 26-30 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also April 2-6, 9-13).

Mar. 29 (10-11 p.m.) *Lux Video Theatre*, "It Started With Eve," Lever Bros., through J. Walter Thompson.

Mar. 31 (9:30-10 p.m.) *Texaco Star Theatre*, Texas Co. through Kudner.

April 2 (8-9:30 p.m.) *Producers Showcase*, "Barretts of Wimpole Street," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

April 3 (8-9 p.m.) *Milton Berle Show*, Sunbeam through Perrin-Paus, RCA and Whirlpool through Kenyon & Eckhardt.

April 8 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, alternate weeks.

April 8 (4-5:30 p.m.) *NBC Opera Theatre*, "Trial at Rouen," sustaining.

April 14 (9-10:30 p.m.) *Max Liebman Presents*, "Marco Polo," Oldsmobile, through D. P. Brothers.

April 15 (7:30-9 p.m.) *Sunday Spectacular*, "Salute to Baseball," participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

U-I Plans Spot Campaign

UNIVERSAL-INTERNATIONAL is planning another national pre-release saturation tv spot campaign for its latest feature film, "Away All Boats," well ahead of the national distribution date. U-I last year made first full use of such a spot campaign for its "To Hell and Back." Agency for U-I is Cunningham & Walsh, N. Y.

BIG AD DRIVE SET BY WESTINGHOUSE

WITH production lines moving again, Westinghouse Electric Corp. will meet a heavy demand for its consumer products and at the same time start the most aggressive advertising and promotion program in the company's history, according to Chris J. Witting, vice president-general manager of the Consumer Products Div.

Dominating the new advertising program in the last half of 1956, he said, will be Westinghouse sponsorship of CBS radio and television coverage of the political conventions, election campaigns and election night returns. Its *Studio One* on CBS-TV continues. City and cooperative advertising schedules will include newspapers and consumer magazines.

The election coverage, a $5 million radio-tv package, was contracted last summer [B•T, Aug. 1, 1955]. It includes high spots of the campaign after national convention coverage has been completed, including a series of radio and tv debates between leaders of major parties. Full coverage will be given the conventions. Complete national coverage of returns will be carried election night.

Westinghouse plants that returned to production last week included four units of the electric appliance division, tv-radio division plant at Metuchen, N. J., and four of the nine plants of the lamp division. Five other plants of the lamp division and the two plants of the electronic tube division were not involved in the strike and have been in continuous production during the 156-day strike of the International Electrical Workers Union.

"Every effort is being made to step up production considerably beyond pre-strike levels at all consumer product plants in order to satisfy the pent-up consumer demand for Westinghouse products and to replenish the inventories of Westinghouse dealers and distributors as quickly as possible," Mr. Witting said.

U. S. Steel Says Tv Aids Public Relations

U. S. STEEL Corp. credits its network tv sponsorship with substantially increasing public acceptance of the firm and its policies over the past two years in its annual report released Wednesday.

In a section of the report headed, "Public Acceptance," U. S. Steel's Board Chairman Roger M. Blough said: "As an indication of increasing public acceptance of U. S. Steel and its policies, the Link Audit showed that U. S. Steel in 1955 had earned an all-time high in 'goodwill profit'. The Audit is an analysis of the attitudes of about 10,000 people made twice a year since 1937 by the Psychological Corp.

"According to the audit, an especially sharp gain in public acceptance began two years ago at the time U. S. Steel entered the field of television with the dramatic series, *The United States Steel Hour*. Now seen on alternate Wednesday evenings on an 'all live' basis over the nationwide network of the CBS, the program reaches about eight million homes, with an average audience of 20 million persons—or an increase of four million viewers in the last year."

The corporation reported "a record-breaking year" in 1955 for shipments, sales, income, wages and dividends. Sales were at a record $4.1 billion, shipments at 25.5 million tons, with earnings at a yearly high of $370 million, or 9% return on sales.

GASOLINE-OIL IN SAN FRANCISCO RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

THE RADIO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Texas (Kudner)	14	2	52	89
2.	Richfield (Hixson & Jorgensen)	—	1	18	47
3.	Union (Young & Rubicam)	—	1	15	38
4.	Standard (BBDO)	—	2	24	7

THE TELEVISION INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Shell (J. Walter Thompson)	—	1	15	240
2.	Richfield (Hixson & Jorgensen)	—	3	18	88
3.	Texas (Kudner)	1	1	4	78
4.	Standard (BBDO)	—	1	4	71
5.	Signal (Barton A. Stebbins)	—	1	1	11

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring occurred Feb. 4-11, 1956.

National Tea, Loblaw Chain Single-Firm Plans Revealed

PLANS for the merger of the National Tea Co., substantial regional radio-tv advertiser, with the Loblaw grocery chain were revealed in Chicago Wednesday.

Details were disclosed by Garfield Weston, Toronto businessman who bought controlling interest in National Tea for $22 million last November and who also controls the Loblaw chains in the eastern part of the United States and in Canada. If plans materialize, the new company would rank just below the Great Atlantic & Pacific Tea Co. and Safeway Stores. National Tea and Loblaw had a combined gross last year of over $1 billion.

National Tea maintains branch offices in eight midwest cities with distribution, according to its agency, in 14 states. It sponsors televised bowling programs in Minneapolis, Duluth and Detroit, *Romper Room* in Minneapolis, an auction show in Indianapolis and tv spot announcements in Milwaukee, in addition to limited radio schedules in selected markets. Agency is Rutledge & Lilienfeld Inc., Chicago.

The merger also envisions the addition of the Western Stores of Canada and perhaps the addition of certain other midwest food chains. Effective date of the merger was not revealed.

K&E Starts Mennen Show On Tour of Overseas Bases

KENYON & ECKHARDT, New York, last week became the first advertising agency to take advantage of the Defense Dept.'s new programming policy for providing free shows at military bases. K&E last week started a camp show tour in behalf of the Mennen Co.

Under the new arrangement, transportation and a per diem allowance for members of the troupes are provided by the Defense Dept. which also handles arrangements for the tour. This contrasts with the previous practice of requiring tour sponsors to schedule shows individually and to supply their own transportation, food and lodging.

Cooper Heads Tabulating Firm

GEORGE A. COOPER, formerly with Statistical Tabulating Co., which processed the reports of the Station Audience Measurement Surveys, has become president of Tabulating & Business Services Inc., with headquarters at 204 W. 55th St., New York. Mr. Cooper is secretary of the New York chapter of the National Assn. of Cost Accountants and a member of American Marketing Assn. and American Statistical Assn.

MOST of us *expect* to be tricked on April Fool's day, and we can join in the fun with our tricksters.

But being tricked on *other* days isn't so funny.

Take this matter of "cheap" federal government power. It's "cheap" for the people who get it only because you and other taxpayers pay part of their electric bills.

First, your taxes help pay for the government power plants that serve the folks in this privileged class. And, second, the taxes you pay in your electric bill have to be *higher* because *those people* don't pay a fair share of taxes in theirs.

So when you hear about "cheap" federal power, think of the trick that's behind it. Remember—one of the *victims* of that trick is *you! America's Independent Electric Light and Power Companies*.*

**Names on request from this magazine*

An estimated 45 million viewers watched Sir Laurence Olivier's masterpiece, Richard III, on the afternoon of March 11th. It was the largest audience ever to watch a theatrical event on television during the daytime.

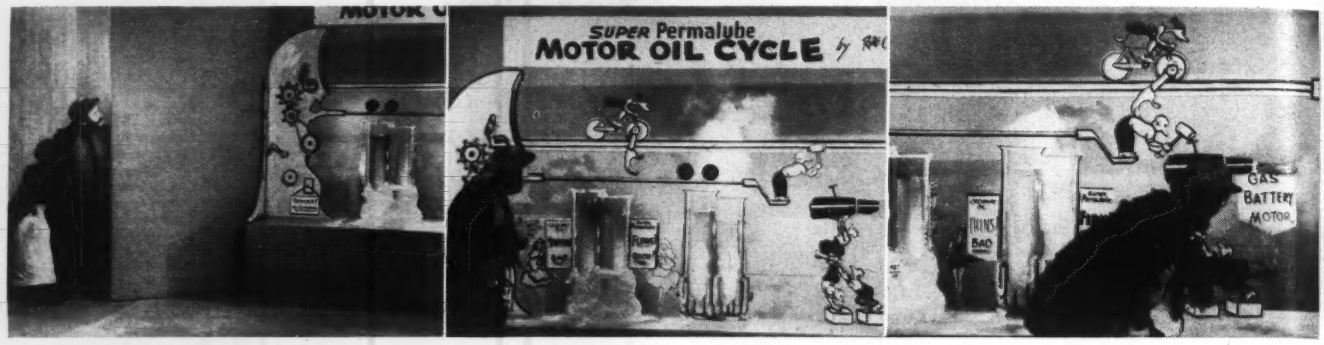
Richard III was Shakespeare, and three hours long— an unprecedented form of television entertainment. Its triumph again demonstrates a simple truth: fine entertainment always finds an audience.

Exciting things are happening on

NBC TELEVISION

a service of

RCA



PREVIEW: KELLY CLOWNS FOR PERMALUBE

CRITICS of "talky commercials" on television have a possible treat in store. A one-minute filmed spot announcement, created for the American Oil Co., New York, and intended for use on Amoco-sponsored *Person to Person* April 6 (CBS-TV, 10:30-11 p.m. EST), contains a bare minimum of talk because it features clown Emmett Kelly —and clowns, of course, don't talk.

The commercial, first in a new series of pantomime tv commercial spots produced by George Blake Enterprises, New York, for Amoco, is designed to point up the advantages of Amoco's "Permalube" oil over other similar products. It stresses that "Permalube," in contrast to other oils, retains its consistency in hot and cold weather, and consequently enables motorists to save gasoline.

The setting for the commercial, created by Rube Goldberg, enables Mr. Kelly to experiment with a collection of weird gadgets, which emit unusual sound effects. This effort represents Mr. Kelly's debut in tv film commercials. It has not been determined whether Mr. Kelly or other show business personalities will be starred in future pantomime commercials planned for Amoco.

Producer: George Blake Enterprises, N. Y.
Agency: Joseph Katz Co., N. Y.
Director: Richard Donner; writers: Richard Donner, Emanuel Demby and Philip Frank; scenic design: conceived by Rube Goldberg, executed by William Riva; agency producer: Bob Swan.

Movie-Grocery Promotion Is Scheduled on Radio-Tv

CINEMA DIORAMA Advs. (promotion firm), New York, is scheduling a radio-tv campaign to increase sales of participating products in grocery outlets and to add to motion picture theatre attendance, by giving customers $2 worth of movie passes for $1.50 with two proofs of purchase.

The campaign will become a multi-million dollar promotion, according to Ben Martin, Cinema president. The campaign started last week in New York. Present plans are to enter Chicago, Philadelphia, Boston and Cleveland, eventually covering the entire country.

N. W. Ayer Appoints Stauffer

JOSEPH R. STAUFFER, director of radio production and program supervisor, N. W. Ayer & Son, New York, last week was named director of radio-tv program development, a new post. His duties include the promotion of "closer liaison" between Ayer's program department and networks and packagers. With the agency since 1945, Mr. Stauffer's previous association was with Young & Rubicam, Hollywood.

MR. STAUFFER

He reports to James E. Hanna, vice president in charge of radio-tv, and will work closely with Glenhall Taylor, head of Ayer's Hollywood office.

SPOT NEW BUSINESS

Procter & Gamble (Big Top peanut butter), Cincinnati, Ohio, placing television spot announcement campaign starting April 9 to run 'til forbid in several markets. Compton Adv. N. Y., is agency.

General Motors Acceptance Corp., N. Y., will use one-minute radio week-end safety spot campaign throughout U. S. beginning end of May and ending middle of September. Spots stress highway and automobile safety measures. Agency: Campbell-Ewald, N. Y.

General Foods Corp., White Plains, N. Y., last week signed 52-week sponsorship contract for 9:45-9:50 a.m. Mon.-Fri. segment of ABC Radio's *Breakfast Club* for Post cereal. Agency is Benton & Bowles, N. Y.

NETWORK NEW BUSINESS

Renuzit Home Products Co., Philadelphia, is sponsoring 11:35-11:40 a.m. EST segment of the *Robert Q. Lewis Show* (CBS, Sat., 11:05-12 noon EST), effective last Saturday, and starting in June also will sponsor 11:40-11:45 a.m. EST portion. Agency: Arndt, Preston, Chapin, Lamb & Keen, Philadelphia.

John Morrell Co. (Red Heart dog food), Ottuma, Iowa, buys daily five-minute segments of ABC radio *Breakfast Club* for 28 weeks starting April 16. Agency: Campbell-Mithun Inc., Minneapolis.

Fel & Co. (Instant Fels Naptha soap), Phila., has signed two 52-week orders for program sponsorship on KNX Los Angeles and Columbia Pacific Radio Network. Tuesday and Thursday broadcasts of *Edward R. Murrow With the News,* heard 5-5:15 p.m. PST, will be sponsored starting Tuesday, March 27. *The Weather and You,* presented by Harry Geise for Dr. Irving Krick Assoc., Denver, will be sponsored Monday, Wednesday and Friday, starting today (Monday). Both contracts call for 23 stations of CPRN. S. E. Zubrow Co., Phila., is agency for Fels & Co. Dave Yanow, CBS radio spot sales, N. Y., is the CPRN account executive.

Procter & Gamble, Cincinnati, Ohio, assumes full sponsorship of *This Is Your Life,* on NBC-TV (Wednesdays, 10-10:30 p.m. EST), starting April 4. Date when Hazel Bishop Inc., N. Y., alternate sponsor P&G, relinquishes four-year association with program [AT DEADLINE, March 12]. P&G has signed new 52-week contract for program on which it will advertise Prell and Crest products. Benton & Bowles, N. Y., is agency.

Toni Co. (hair preparations), Chicago, will sponsor *Arthur Murray Party* (Thurs., 10-10:30 p.m. EST) when it premieres on CBS-TV April 5. Agency: North Adv., Chicago. Slot is currently held by General Foods Corp.'s *Johnny Carson Show* (through Young & Rubicam) which GF will not renew at end of season.

AGENCY APPOINTMENTS

Frank H. Lee Co. (Lee and Disney hats) Danbury, Conn., appoints Ruthrauff & Ryan, N. Y., effective immediately. Firm plans to increase advertising and promotional activities.

Lanvin Parfums Inc., N. Y., appoints North Adv. Inc., Chicago, to handle prospective $1 million advertising account.

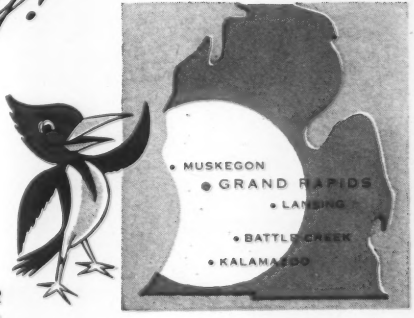
Whitehall Pharmacal Co., Div. of American Home Products, N. Y., names Ruthrauff & Ryan, N. Y., for Neet depilatory, Dristan decongestant tablets and Petro-Syllium laxative, effective April 1.

American Community Builders Inc., Detroit, names Denman & Baker Inc., Detroit, to advertise tri-level homes.

Hart & Vick Inc. (garden supply store), Rochester, N. Y., appoints Hutchins Adv. Co., that city. Radio will be used.

WOODLAND-TV *is big territory!*

Here's the country's 20th television market. This is big-ticket territory with plenty of buying power and an enthusiasm for appliances. It's Western Michigan . . . YOURS . . . when you buy WOOD-TV, Grand Rapids' *only* television station. Ask us to tell you more.



WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

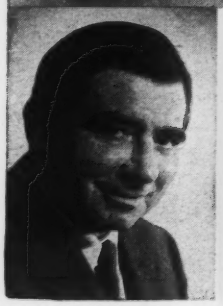
GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS; WOOD-AM AND TV, GRAND RAPIDS • REPRESENTED BY KATZ AGENCY

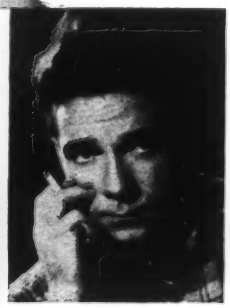
FIRST!

PARADE OF HOLLYWOOD PERSONALITIES

Lloyd Bridges
Thomas Mitchell
Howard Duff
John Ericson
Don Taylor
Ricardo Montalban
Robert Newton
Angela Lansbury
James Whitmore
. . . and many others

A NEW STAR EACH WEEK





STAGE 7

STAGE 7 The *first* network dramatic anthology of *first* run films in syndicated television . . . new, all new, top quality productions—in an anthology which brings you "inside STAGE 7" to see Hollywood's stars in dramatic stories: comedy, adventure, romance, real life.

STAGE 7 Lifted from the network, the continuing series is now being produced exclusively for local or regional advertisers . . . the *first* time you can have a big-time network success—which got highest Nielsen, Videodex and ARB ratings—produced for you first run for market-by-market use.

PRE-PRODUCTION SALE!
STANDARD OIL OF CALIFORNIA BUYS WEST COAST

STAGE 7 *First* markets bought up before cameras rolled or stars cast. Sight unseen, one of America's finest regional sponsors, The Standard Oil Company of California, through Batten, Barton, Durstine & Osborn, reserved STAGE 7 in 16 major markets in 9 western states, Hawaii and Alaska.

You can be the first in your market with STAGE 7. Wire collect right now for an advance private screening or to reserve your markets.

tpa *Television Programs of America, Inc.*

477 Madison Avenue, New York 22 • PLaza 5-2100 ● Sales Offices or Representatives in Principal Cities

Milton A. Gordon, President Michael M. Sillerman, Executive Vice President Edward Small, Chairman

for higher sales through quality programs

tpa sales builder

Other TPA quality shows which help you increase sales:

LASSIE • ADVENTURES OF ELLERY QUEEN • CAPTAIN GALLANT OF THE FOREIGN LEGION • HALLS OF IVY • COUNT OF MONTE CRISTO • RAMAR OF THE JUNGLE • FURY • SUSIE • EDWARD SMALL FEATURES • YOUR STAR SHOWCASE • SCIENCE IN ACTION • AND ON THE WAY: TUGBOAT ANNIE • HAWKEYE — THE LAST OF THE MOHICANS • NEW YORK CONFIDENTIAL • ONE FALSE STEP . . . AND OTHERS YET UNTITLED.

The Show
is great,
The Rating is fine,

But heads will roll,

He delivered wrong line!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WINT
Channel 15
Ft. Wayne, Ind.

KNOE-TV
Channel 8
Monroe, La.

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

MR. DWYER MR. ANDERSON MR. PENBERTHY

MARTIN J. DWYER, Dale Anderson and Philip E. Penberthy, account executives, Lennen & Newell, New York, last week were appointed vice presidents of the agency. Past associations for Mr. Dwyer include BBDO New York, Rexall Drug Co. and Lee Pharmacal Co.; for Mr. Anderson, Erwin, Wasey & Co., New York, A. C. Nielsen and Elmo Roper, and for Mr. Penberthy, Geyer, Newell & Ganger, one of L&N's predecessors.

Bank of America, California radio-tv advertiser, has named BBDO, San Francisco, to handle advertising for various saving accounts, including Vacation Club, Christmas Club, Thrift Club and School Savings Accounts, effective June 1. Charles P. Johnson Co., San Francisco, will continue to place balance of Bank of America advertising, according to Julian R. Davis, bank vice president.

Producers Distributing Agency Inc. (poultry), N. Y., names Paris & Peart, N. Y.

Sears Roebuck & Co., Phila. Retail Stores Div., appoints Feigenbaum & Wermen Adv. Agency, Phila.

Meadow Gold Ice Cream Co., and **Laco Products Inc.** (soap, shampoo, olive oil), both Baltimore, appoint Applestein, Levinstein & Golnick Adv. Agency, that city.

A&A PEOPLE

Robert E. White, formerly senior vice president and director at Henri, Hurst & McDonald Inc., Chicago, to executive staff of Wherry, Baker & Tilden Inc., same city.

John H. Forshew, vice president - director of client services and member of executive committee at Campbell-Ewald Co., Detroit, elected senior vice president of agency.

Edward Chalmers and **Charles A. Nicholson III,** account executives, Rittenhouse & Co., Houston, Tex., agency, named vice president and assistant corporate secretary, respectively.

Thomas H. Batman, formerly vice president and director with McCann-Erickson Inc., in New York, to agency's Chicago office, in similar capacity. **Doug Gabrielle,** formerly director at Kling Studios Inc. and ABC-TV, to radio-tv production department, Chicago. **Samuel W. Bader,** formerly editor of *Super Market Merchandising,* to promotional planning department of M-E Chicago office.

Frank Ford, account executive, Peck Adv., N. Y., to Donahue & Coe, N. Y., in similar capacity.

Henry L. Buccello, advertising director, Bank of America, to S. F. office of Brisacher, Wheeler & Staff, N. Y., as account executive and member of plans board.

Charles Crittenton, account and merchandising executive, Norman, Craig & Kummel, N. Y., to Ted Bates & Co., N. Y., in similar capacity.

Howard J. Broad, BBDO, L. A., named regional account executive for DeSoto Motor Corp.

John Benson, previously advertising-promotion manager of Sidles Co., Omaha, appointed sales promotion manager, Range Div. of Whirlpool-Seeger Corp., St. Joseph, Mich.

Edmund Anderson, D'Arcy Adv. Agency, St. Louis, to N. Y. office of Ketchum, MacLeod & Grove Inc., Pittsburgh, as associate director, radio and television department.

Dick Upton, news director, WIBW-TV Topeka, Kan., to Bruce Brewer Adv. Agency, Kansas City, Mo.

Robert S. Eisenhauer, formerly public relations director, Chesapeake Industries Inc., N. Y., to N. Y. Central Railroad in similar capacity.

Budd Blume, public relations director, WBBM Chicago, to J. Walter Thompson Co. there as tv commercial writer.

Jay Bottomley, producer, Young & Rubicam, L. A., to C. J. LaRoche & Co., N. Y. agency, as manager of radio-tv production. **Allan Black,** tv-radio copy department, BBDO, to LaRoche to work on commercial production, and **James Morrison,** assistant director and film editor, Cinerama, to represent LaRoche on *The $64,000 Challenge* beginning weekly on CBS, April 8. **Ruth Lareau,** radio-tv writer-producer, Young & Rubicam, N. Y., and **Hal Gerhardt,** storyboard artist, Ted Bates & Co., N. Y., to LaRoche in similar capacities.

Sylvan Abrams to Applestein, Levinstein & Golnick Adv. Agency, Baltimore.

J. Mitchell Jablons, publicity director, WLIB New York, to press department, Ted Bates & Co., N. Y. He continues as WLIB consultant.

Photo by FABIAN BACHRACH

"Colgate-Palmolive Depends On KMTV's Regional Sales Power in Nebraska and Iowa"

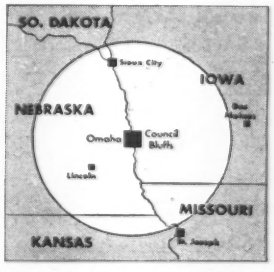
says Chris Lynch, Colgate Buyer, Ted Bates & Company, Inc., New York.

"Strong regional coverage is an important consideration when we schedule television for Colgate-Palmolive", Mr. Lynch said. "And KMTV has proved it really delivers the viewers in Western Iowa and Nebraska."

"Our network and spot schedule on KMTV has gained us many new loyal customers in the Omaha Area market", said Mr. Lynch. "We consider KMTV a pace-setting station in the Midwest."

Broad regional coverage is a bonus KMTV can provide for you—because of these important facts: KMTV's maximum power and low channel 3, the flat Nebraska-Iowa terrain, and the outstanding line-up of NBC and locally-produced shows that make more people want to watch KMTV.

KMTV is the Omaha TV leader in national, regional and local sales. Why not profit from the experience of these satisfied advertisers? Contact KMTV or Petry today.



KMTV MARKET DATA*

Population	1,536,800
TV Homes	362,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

*1955 Survey of Buying Power

COLOR TELEVISION CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA
Represented by
Edward Petry & Co., Inc.

WFAA-TV

it's one thing to

TALK about coverage..

...but how much do you deliver?

There's been a lot of talk about city grade coverage in the Dallas-Ft. Worth Market.

Here are the facts:

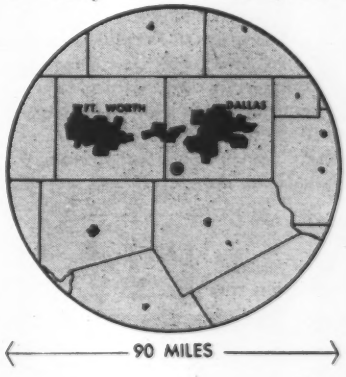
WFAA-TV *delivers* city grade service to substantially more viewers than any other North Texas television station.

Diameter of City Grade Contours

WFAA-TV	approx. 90 miles
Station B	approx. 75 miles
Station C	approx. 71 miles
Station D	approx. 58 miles

In short, WFAA-TV provides top quality sales impact to the greatest concentration of people and wealth in the rich Dallas-Ft. Worth television market.

WFAA-TV's "City Grade" Service Area

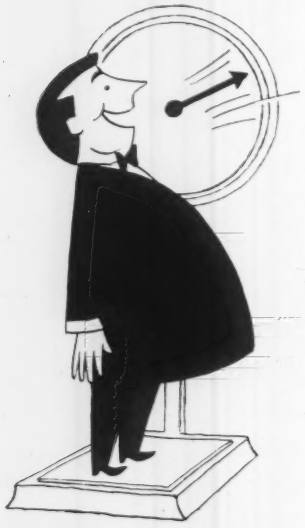


Your NBC-ABC Station
A Television Service of The Dallas Morning News
Ralph W. Nimmons, Station Manager
Edward Petry & Co., National Representatives
3000 Harry Hines Boulevard
Dallas, Texas

channel 8

- DALLAS

WHAT
A
GAIN!



...and how we love it!

Here's why—in 58 out of 60 quarter-hour periods between 3:30 and 6:30 p.m. (Mon. thru Fri.) WNDU-TV has the *top-rated** programs.

What's more—over half the weekday programs between 3:30 and 11:30 p.m., both network and local, are *now* on WNDU-TV.

These gains reflect the pronounced success of WNDU-TV in all rating periods. More proof that your advertising dollar does a better job in the South Bend-Elkhart market with WNDU-TV... for full details call Meeker today!

*Source: ARB February 8-14

Represented Nationally by MEEKER TV

NBC

WNDU·TV
CHANNEL 46

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Feb. 18

Rank	Program	Homes (000)
Evening, Once-a-Week	(Average for all Programs)	(796)
1.	Our Miss Brooks (CBS)	1,966
2.	Two for the Money (CBS)	1,778
3.	Edgar Bergen-20th Century Fox (CBS)	1,638
4.	Great Gildersleeve (NBC)	1,591
	People Are Funny (NBC)	1,591
	News & Gene Autry (CBS)	1,591
7.	You Bet Your Life (NBC)	1,498
8.	Edgar Bergen-CBS Columbia (CBS)	1,451
	Edgar Bergen-Anahist (CBS)	1,451
	Dragnet (NBC)	1,451
Evening, Multi-Weekly	(Average for all Programs)	(842)
1.	One Man's Family (NBC)	1,872
2.	News of the World (NBC)	1,732
3.	Lowell Thomas (CBS)	1,498
Weekday	(Average for all Programs)	(1,451)
1.	A. Godfrey-Corn Products-10:45 (CBS)	2,153
	Helen Trent (CBS)	2,153
	A. Godfrey-L. Howe-10:15 (CBS)	2,153
4.	Guiding Light (CBS)	2,059
	Young Dr. Malone-T. & Th. (CBS)	2,059
	Wendy Warren-Philip Morris (CBS)	2,059
7.	Wendy Warren-Hazel Bishop (CBS)	2,012
8.	Wendy Warren-St. Brands (CBS)	1,966
	Ma Perkins (CBS)	1,966
10.	A. Godfrey-American Home-10:45 (CBS)	1,919
Day, Sunday	(Average for all Programs)	(515)
1.	Woolworth Hour (CBS)	1,217
2.	Greatest Story Ever Told (CBS)	889
	Your Nutrilite Theatre (CBS)	889
Day, Saturday	(Average for all Programs)	(842)
1.	Gunsmoke (CBS)	2,153
2.	True Theatre (CBS)	1,685
3.	Metropolitan (ABC)	1,451

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Ross M. Colvin, advertising-sales promotion department, RCA Camden, N. J., to copy department of Gray & Rogers, Phila.

Richard Reinauer, formerly film director, Kling Studios Inc., Chicago, to radio-tv department of Foote, Cone & Belding, Chicago, as production supervisor.

John Kenner, formerly copywriter at Richard F. Johnson agency, Chicago, to Waldie & Briggs Inc., Chicago, in similar capacity.

Benjamin N. Lesk, public relations executive, to Lennen & Newell, N. Y., as public relations and publicity counsel within agency. George Daly Assoc. continues to handle outside publicity.

June Thompson, copy director, Ball & Davidson Inc., Denver, to copywriting staff, Galen E. Broyles Co., also Denver agency.

Richard G. Ives, radio-tv copy chief, MacManus, John & Adams, N. Y., and **Lee Oakes,** manager of research, *Television* magazine, to Richard K. Manoff, N. Y., as copy supervisor and media supervisor, respectively.

Louise Tolliver, formerly senior copywriter, Dancer-Fitzgerald-Sample, N. Y., to Emil Mogul, as copy group head on fashion and toiletry accounts. She has recently free-lanced for American agencies and magazines in Paris.

Harry Waterstone, account serviceman, Milton Weinberg Adv. Co., L. A., named head of promotion department.

William Dec, formerly with BBDO, N. Y., to Compton Adv., N. Y., as art director.

Jim Bentley, director of radio and television, Mallory Adv. Agency, San Jose, Calif., to staff of Stanford U., Palo Alto, Calif., as instructor of radio and television.

Charles Reges, copywriter, Kenyon & Eckhardt, N. Y., to Warwick & Legler, N. Y., in similar capacity.

Joseph Lamneck, formerly with creative department, McCann-Erickson, N. Y., to Kenyon & Eckhardt, N. Y., as associate tv producer in agency's commercial production department.

Leslie F. Chitty, assistant managing director, Cockfield, Brown & Co., Toronto, to BBDO as office manager of Toronto branch.

A&A SHORTS

Robert Sawyer Co., Hollywood tv commercial consultant firm, announces opening of liaison service in Hollywood for smaller agencies which lack west coast tv commercial production facilities. Mr. Sawyer was formerly head of tv production and senior tv copywriter at Campbell-Ewald Co., Detroit.

Raymond L. Sines & Assoc., S. F. agency, has become affiliate of Jimmy Fritz & Assoc., Hollywood. Sines firm will service all Fritz accounts in northern area.

Lessing Adv. Co., Des Moines, Iowa, elected to Affiliated Advertising Agencies Network.

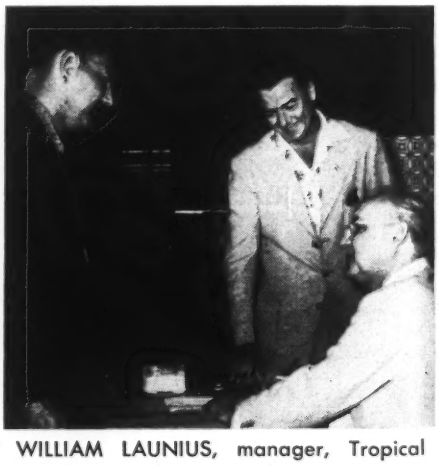
Lionel & Simons Inc., Hollywood agency, moved to 6425 Hollywood Blvd.

Quinn-Lowe Inc., N. Y. agency, entered package tv production field with launching March 17 of Spanish quiz show, *Lluvia de Oro* (Shower of Gold) on WATV (TV) Newark, N. J.-New York. Co-sponsors are Ehlers Cafe Caribe and Goya food products, through Quinn-Lowe.

A. J. Wood & Co., Phila. marketing research agency, announces reorganization involving move of President Albert J. Wood to New York branch with Vice Presidents Michael J. McCrudden and Irvin Penner and Burton J. Greenwald, assistant to president. Firm also operates Chicago and L. A. branches.

Parker Adv. Inc., Saginaw, Mich., moved to 122 N. Michigan.

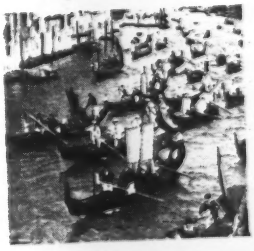
Bulova Watch Co., N. Y., and Crosley and Bendix Divs., Avco Mfg. Co., Cincinnati, elected to Advertising Research Foundation.

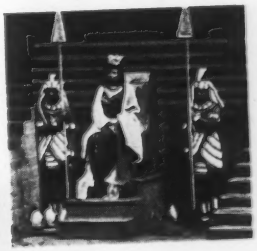


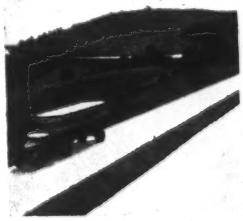
WILLIAM LAUNIUS, manager, Tropical Furniture Co., Vero Beach, Fla., signs to sponsor *NBC World News Roundup* on WIRA Ft. Pierce, Fla., marking the firm's fifth straight year as a WIRA sponsor. Looking on are Jack Almond (l), salesman, and Kingsley Butt, sales manager, both representing the Ft. Pierce station.

ABC-TV

proudly offers for sponsorship







twelve excellent new fall properties

The Joan Davis Show

A brand-new comedy half hour with an old favorite of TV audiences! Joan Davis plays the starring role, of course. But to make the package even more sure-fire, Joan produces the series, too. Each show will be on film . . . and, almost surely, on *most* TV screens next fall. This is a series you'll want to take a look at *soon!*

May well be the season's big comedy hit.

Frontier Judge

Half-hour Chertok TV production starring veteran actor Leon Ames. Plots revolve around the adventures of Judge John Cooper as he rides a frontier circuit. A crack staff is backing up these productions! Chertok's successes include 180 "Lone Rangers," "Private Secretary," "Sky King," many "Du Pont Cavalcade Theaters."

A producer with staying power!

The father in "Life with Father".

R. F. D.—U. S. A.

Half-hour documentary films, written and narrated by Carl Carmer, distinguished American folklorist. Productions are on location, *off* the beaten track—in Tennessee hill country, a Utah bluff village (Pop. 50), a tiny island off the Florida coast, a typical New Hampshire town. A "Window on America" series —real, heart-warming.

Jerry Devine is producer-director.

You saw his skill in "This Is Your FBI"

Wire Service

An hour-long filmed adventure series based on news stories and the stories *behind* the news. Three stars (George Brent, Dennis Morgan, Dane Clark) rotate in lead performances as reporters. Robert Florey directs—he was winner of the Screen Directors Award for best television director last year, a nominee this year. Don Sharpe and Warren Lewis are executive producers.

Names of proven star value!

"Four Star Playhouse" producer.

Command Performance

90-minute filmed drama anthology, produced by Meridian Productions. John Gibbs, Meridian head, will use *three* wide-ranging production companies—at Goldwyn studios, in Bermuda, Europe and other locales. Unusual scripts and all-film production will make available Hollywood stars like Don Taylor, Raymond Burr and Sally Forrest—all in the first film.

One of TV's most respected producers. "Robert Montgomery" and "Schlitz Playhouse" are among his credits.

International Theater

Produced in Europe by Sheldon Reynolds, this hour-long anthology features hard-hitting American stories, American stars. Scripts will be outstanding originals, as well as adapts of classics by Scott Fitzgerald, E. Phillips Oppenheim. Present plans include some comedy and romance as well as adventure. Sheldon Reynolds is the series' permanent host.

Europe is his beat... and this is his best.

Publicity Girl

Half-hour film comedies produced by Chertok. Series stars a lovely public-relations gal . . . Jan Sterling. Scripts revolve around the items she attempts to get printed—*and* those she tries to keep *out* of the papers. There's plenty of drama and romance (gal plays opposite no less than *four* leading men) as well as fast-paced comedy. Locale is southern California.

This girl is box-office ... and gorgeous!

Tempered Blade

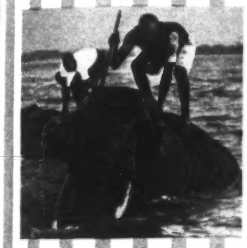
Lou Edelman mixes history and romance in a half-hour filmed adventure series based on the life of colorful Jim Bowie—father of the Bowie knife. Bowie's career as backwoodsman, general, Indian fighter, intimate of celebrities and statesmen supplies an almost inexhaustible source of material for what promises to be one of 1956's most exciting newcomers.

"Wyatt Earp" is his, so is "Danny Thomas"!

It's a Great Country

Half-hour film series produced by Lou Edelman, one of TV's most successful film producers. Stories revolve around warm, believable Americans both here and abroad. Exciting subjects include a boy on the edge of delinquency, a doctor faced with performing an operation while in a critical condition himself, and many others.

This gifted producer brings us another.



African Safari

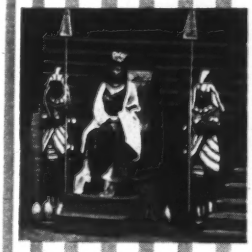
Authentic African adventure series shot on location in the heart of Africa. Famed explorer Attilio Gatti is in charge of production. He and his safari will appear in the film, but adventures will be fictionalized to add drama, excitement and suspense. Three separate camera units will cover all photography.

No synthetic jungles—this is Africa.

The Long Highway

Half-hour film series. Authentic, highly dramatic stories about truck drivers, their women and their lives, produced by Lou Edelman. Hard-hitting adventure scripts (occasionally spiced with comedy) by best-selling writer A. I. Bezzerides. Pat O'Malley plays the dispatcher in the first film — will star throughout the series.

Remember "They Drive by Night" and "Thieves' Highway"?



60- and 90-min. "Teleramas"

These special "one-shot" productions will be BIG shows in every sense of the word! Six will be premiere Theater Guild performances; others will be divided between the Metropolitan Opera, and ABC-TV's News Department under the personal supervision of John Daly. These might be 1956's best TV buys!

We feel these will be the "conversation pieces" of the season.

ABC
TELEVISION
NETWORK

As you can tell, these twelve new series for next fall have all of us very excited! We will have first films on all film shows. Soon as you're ready to see them, give us a ring. Also, we're ready to give out dates and details on the "Teleramas". Don't wait too long!

Bob Lewine

Talbot Will Head TPA New International Div.

IN A major expansion of tv film distribution activities abroad, Milton A. Gordon, president of Television Programs of America, New York, is announcing today (Monday) the establishment of a TPA international division under the direction of Paul Talbot, president of Fremantle Overseas Radio & Television Inc., New York. Mr. Talbot will continue his association with Fremantle.

Mr. Talbot initially will supervise TPA activities in Central and South America and Australia, Mr. Gordon said. He added that TPA offices already have been opened in Mexico, Colombia, Venezuela and Brazil, and other offices are planned in Canada and Continental Europe. Previously, foreign sales had been handled by the New York office of TPA.

TPA also has signed an agreement with Artransa Ltd. of Australia, under which Artransa will distribute TPA's filmed series on that continent under the supervision of Mr. Talbot, according to Mr. Gordon. Artransa, owned by *The London Daily Mirror*, is now building its own tv film studios in Sidney.

Two TPA series, *The Count of Monte Cristo* and *Ramar of the Jungle*, currently are being dubbed in Spanish, Mr. Gordon said, and *Captain Gallant of the Foreign Legion* already has been dubbed in French.

Mr. Talbot, who has been active in the distribution of U. S. radio and tv programs abroad for many years, observed that the foreign television market is expanding. He provided the following estimate of sets currently in use in foreign markets: Mexico, 200,000; Cuba, 225,000; Puerto Rico, 150,000; Colombia, 70,000; Venezuela, 50,000; Brazil, 150,000; Argentina, 40,000; Dominican Republic, 10,000; Japan, 200,000; Great Britain, 5.5 million (as of December 31, 1955); Continental Europe, one million, and Canada, two million.

Face The Facts!
Let's
KFAB is "Color Radio" at its best . . . and this month we "Face the Facts" with Don Norman, originator, chief proponent and exponent of "Color Radio" Broadcasting (on the world's smallest network) as "Norman, going no place . . . doing nothing", Don conveys a multitude of funny pictures and situations on his "wide-speaker"
Listeners to "Norman" do more than just listen to KFAB's new radio service — they become a part of it. They all agree, Don Norman is the funniest thing to come their way for a long, long time. Variety magazine speaks of Norman as having the style that made the Godfreys and Morgans what they are today.
Don Norman . . . and other colorful KFAB personalities give dimension to your message. Listener loyalty rings the bell for KFAB advertisers. Peters, Griffin, Woodward, Inc., can tell you more . . . likewise, General Manager Harry Burke.
BIG MIKE
THE MIDWEST-EMPIRE STATION
NEBRASKA
COLO.
KANSAS
KFAB
OMAHA NBC RADIO

Two Western Film Series Started by Four Star, Grey

IMMEDIATE production of two new half-hour television series, *The Zane Grey Theatre* and *Arizona Ames*, by Four Star Films Inc., Hollywood, was announced jointly by William Cruikshank, Four Star President, and Hal Hudson, executive vice president of Zane Grey Productions. Four Star meanwhile is reported considering entry into the fields of live tv production as well as tv commercials on film.

Zane Grey Theatre, an anthology series, will dramatize tales from the western writer's long list of novels. *Arizona Ames* will be a continuing character series, based on the Grey character of the early west.

Filming of the initial episode of *Zane Grey Theatre*, titled "Man on The Dodge," began March 16 with a Four Star company shooting exteriors on the Mojave Desert prior to studio filming at RKO-Pathe. *Arizona Ames* will begin production March 20. Romer Grey, son of the late author, is assisting in the production of both series.

General Teleradio Film Div. Moves Sales Office to N. Y.

PETER M. ROBECK, sales manager of General Teleradio Film Div. since its formation in April 1954, is moving his headquarters from Hollywood to New York as part of an overall plan to integrate GT divisional activities within the new corporate structure of RKO Teleradio Pictures Inc. In addition to sales, Mr. Robeck will assume general administration staff responsibilities of RKO Teleradio on the policy level. Before joining GT, Mr. Robeck was general sales manager for two years at Consolidated Television Sales and earlier was assistant sales manager of KTTV (TV) Los Angeles.

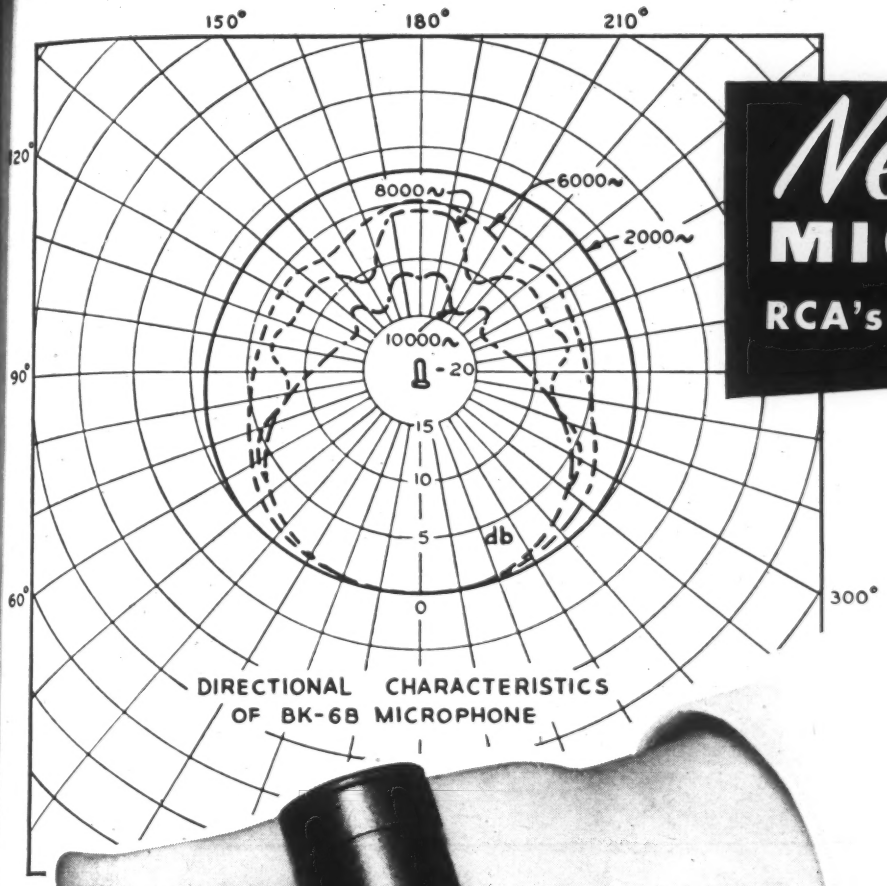
Chicago Groups Protest Out-of-State Filming

GOV. William Stratton of Illinois has drawn protests from the American Federation of Television & Radio Artists, American Assn. of Film Producers and other Chicago groups for sanctioning the allocation of $5,000 for out-of-state production of a half-hour film.

The organizations complained that a film for the Mississippi River Scenic Parkway Commission of Illinois was farmed out, with aid of state funds, to Continental Travelogue Pictures of Tulsa, Okla., instead of being allocated to a Chicago film company. The film will be distributed by Sterling Television Co., New York.

RKO Officials Map Plans

TOP EXECUTIVES of RKO Pictures are meeting this week in West Palm Beach, Fla., with Board Chairman Thomas F. O'Neil to review policies and new production plans. RKO already has sold part of its feature library to television and RKO Teleradio Pictures, parent firm, is entering direct production of tv films with a half-hour children's series, *Bozo and His Friends*.

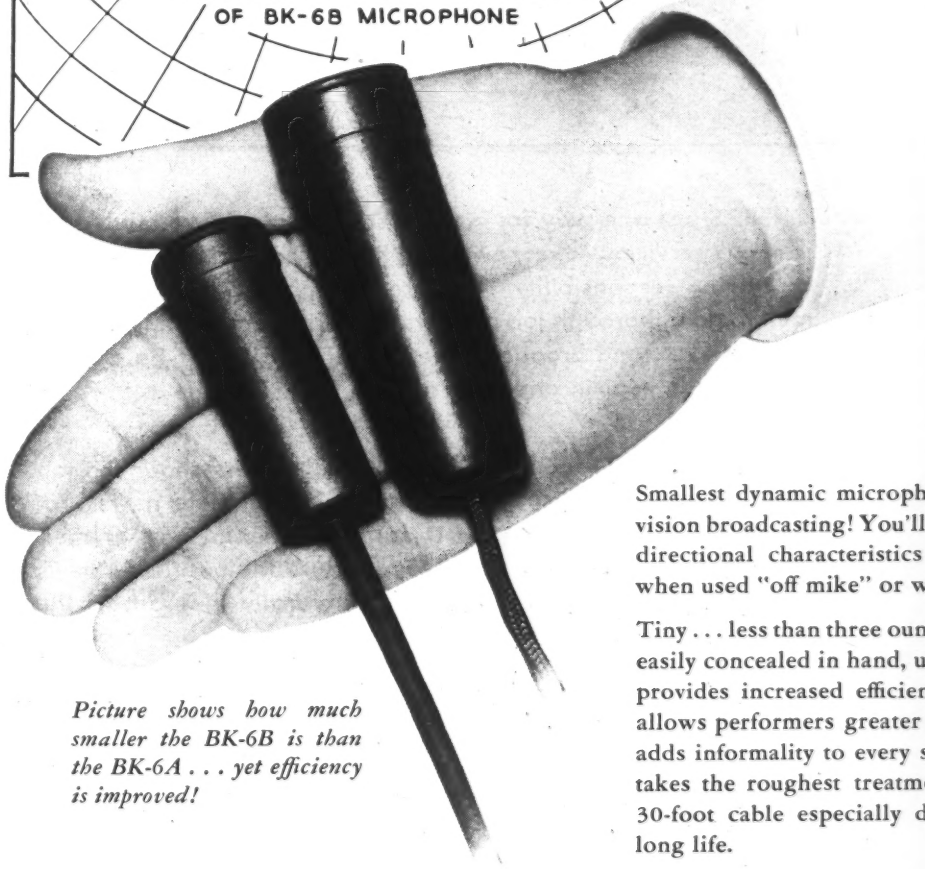


DIRECTIONAL CHARACTERISTICS OF BK-6B MICROPHONE

New PERSONAL MICROPHONE

RCA's BK-6B Miniature Mike

- **Half the size (by volume) of the BK-6A!**
- **Excellent speech balance when talking "Off Mike!"**
- **Wide range Frequency Response!**



Picture shows how much smaller the BK-6B is than the BK-6A . . . yet efficiency is improved!

Smallest dynamic microphone ever developed for radio and television broadcasting! You'll be amazed by its frequency response and directional characteristics that provide superior speech balance when used "off mike" or worn on the person.

Tiny . . . less than three ounces in weight, this new miniature mike is easily concealed in hand, under necktie, or corsage. Versatile . . . it provides increased efficiency to difficult walk-around operations, allows performers greater flexibility and freedom of movement . . . adds informality to every such production. Tough . . . the BK-6B takes the roughest treatment in stride, is furnished with flexible 30-foot cable especially designed for ease of manipulation and long life.

You'll find it a "giant" in performance for a wide variety of broadcast applications. Ask your RCA Broadcast Representative for complete information. In Canada, write RCA VICTOR Company Ltd., Montreal.

RCA®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

LEADERSHIP

THERE'S just one way for a radio station to achieve leadership in news service: Make news COVERAGE the number one programming responsibility . . . hire enough COMPETENT newsmen to do a thorough job of news gathering and editing around the clock . . . and broadcast the news FREQUENTLY on a regular schedule year in and year out.

That's what WSYR does. Seven full-time staffers share the job of covering, editing and broadcasting 15 complete news programs daily. News coverage is not an incidental part of their work. It IS their work, period! They produce the best radio news service in the Syracuse market area; naturally they attract the biggest news audience.

NBC

WS

5 KW • 570 KC

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

The Measure of a Great Radio Station

in News Service

People don't hear the news on WSYR by accident. They LISTEN to the news on WSYR by PREFERENCE. That's why advertisers, too, prefer news sponsorship on WSYR. They know that a good commercial message in a solid news program reaches a mature, attentive and able-to-buy audience.

It is this kind of leadership which makes WSYR clearly the first choice of radio advertisers in Central New York. WSYR's service area embraces 20 counties with a population of 1.5 million and annual spending power of $2.2 billion. Let a Christal man help you apply WSYR's leadership to your sales problem in this truly important market.

Affiliate

WSYR

SYRACUSE, N. Y.

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

KNXT (TV), Official Films Set Half-Million Package Deal

IN A transaction estimated at $500,000 KNXT (TV) Los Angeles has purchased Official Films' recently-acquired *Four Star Playhouse* package of 153 half-hour programs under a library arrangement to run for several years.

The sale followed a meeting of Official Films stockholders on March 15, at which time they approved the acquisition of the package from Four Star Productions Inc. in return for 695,000 shares of Official Films stock.

Under the agreement with Official Films, KNXT may use the package as a separate series keyed to the various stars. It is expected that similar library terms will be offered to other stations by Official, which is planning an early national syndicated release of the package.

SIGNING the *Four Star Playhouse* contract are (l to r) Herman Rush, vice president of Official Films, New York; KNXT (TV) Los Angeles General Manager James T. Aubrey Jr.; KNXT Program Director Donald M. Hine, and Official's west coast representative, Jerry Lee.

Panel on Tv Color Films Slated for NTFC Meet

PANEL DISCUSSIONS on tv color film raw materials, color production and color transmission will highlight the National Television Film Council's spring forum to be held Thursday (March 29) at the Hotel Delmonico in New York City.

Dr. Alfred N. Goldsmith, television consultant and NTFC chairman, will be forum moderator. The topic of color film raw materials will be explored by E. M. Stifle, Eastman Kodak Co.; Fenner G. Headley, E. I. du Pont de Nemours & Co., and Harold Jones, Ansco Div., General Aniline & Film Co. Panelists to discuss tv color production are Robert Jenness, Sarra Inc.; Lawrence Parker, Kenyon & Eckhardt; Ralph Koch, K & W Film Service, and T. J. (Ted) Gaski, Consolidated Film Industries. The panel on tv color film transmission will consist of Charles L. Townsend, NBC; Frank Marx, ABC; John Whittaker, CBS, and Dr. Thomas T. Goldsmith Jr., Allen B. DuMont Labs.

Ziv Sets up Hollywood Unit To Aid Advertisers, Agencies

ZIV Television Programs has formed an independent film unit within its Hollywood operation to produce tv commercials for any advertiser or agency, it was announced last week by Maurice Unger, vice president in charge of production. Previously, Ziv Tv had produced commercials only for sponsors of its filmed programming.

Mr. Unger said that the new unit already has completed tv film commercials for such advertisers as Hamilton Watch Co. and Lambert Pharmacal Co. (Listerine). He added that facilities also are being made available to advertisers and agencies for the production of industrial films.

Keywest Studios, Hollywood, Leased by Family Films Inc.

THE COMPLETE facilities of Keywest Studios, Hollywood, have been taken over on a 20-year lease by Family Films Inc. for the exclusive production of religious films.

According to Family Films President Sam Hersh, the company has contracted to produce the Lutheran Church-Missouri Synod's *This Is the Life* series of 26 half-hour filmed tv programs. Several segments of this series and a number of new inspirational films for audio-visual libraries in the Family Films' distribution group already have gone into production at the newly-acquired studios.

Deitch Joins Lawrence Firm

GENE DEITCH, former supervising director at UPA-New York and more recently creative director with Storyboard Inc., New York and Hollywood tv film producers, last week joined Lawrence Productions, New York, as creative superviser. In his new position, Mr. Deitch will take charge of the Lawrence firm's new tv film commercial production department, both in New York and Hollywood.

FILM PEOPLE

Lou Kravitz, sales director, Lewis & Martin Films, Chicago production firm, appointed vice president in charge of sales and advertising. He joined L & M from Filmack Studios some weeks ago.

MR. KRAVITZ

Jay Williams, motion picture-tv film producer and previously in sales with Unity Television Corp., N. Y., to Theatrical Enterprises Inc., N. Y., as vice president to represent TE in development of tv productions and co-production projects for feature films.

Joe Popkin, head of studio facilities, California Studios, Hollywood, resigned.

Marvin David, Chicago freelance writer, to staff of Kling Film Productions, same city. **Donald Woods,** tv, movie and stage personality, signed to star in film being prepared by Kling Film Productions for General Electric Co.'s 1957 washer-dryer.

Rose Tobias, staff member, CBS-TV's *Good Morning,* to assistant casting and talent representative, RKO Radio Pictures, N. Y., effective April 16.

David Gordon, publicity supervisor in television department of Dancer-Fitzgerald-Sample, N. Y., to press department of Screen Gems Inc., N. Y., where he will concentrate in trade news field. **Don Hershey,** producer-director, Screen Gems, granted four-week leave of absence to direct a new broadway musical, "Strip for Action," opening in New York next month.

Martin H. Levinson, film director, KVAL-TV Eugene, Ore., appointed regional and district secretary, National Assn. of Television Film Directors, replacing **Les Chapman,** formerly of KOMO-TV Seattle, Wash., who has left industry.

FILM SALES

Television Programs of America Inc., N. Y., announces sale of *Halls of Ivy* to WPIX (TV) New York and *Count of Monte Cristo* to WABD (TV) New York. WPIX (TV) contract has qualification that prevents station from using *Ivy* before October, enabling TPA to sell 8-13 episodes as possible network summer replacement series. *Cristo* series begins March 17 on WABD (TV) under sponsorship of Alumarall Products Inc. (aluminum window shades, awnings), Newark, through Sherman Lawrence Inc., Newark.

National Telefilm Assoc., N. Y., has sold its "TNT" package of 40 feature films to 37 stations, with latest sales to WTVJ-TV Miami, KPRC-TV Houston, WBEN-TV Buffalo, KSWO-TV Lawton, Okla., WCHS-TV Charleston, W. Va., and KHQA-TV Quincy, Ill.

INS Television Dept., N. Y., reports sale of "Telenews Daily Newsreel" to WRC-TV Washington and CHCT-TV Calgary, Alta., and "This Week in Sports" to WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, all Ohio; KTVK (TV) Phoenix, Ariz.; to S. L. Savidge Co., Seattle and Lundquist Kelly Clothing Store, both Seattle, for KTNT-TV Tacoma, Wash., and to Kelly Tv Appliances, Winston-Salem, N. C., for WTOB-TV Winston-Salem.

Ziv Television Programs, International Div., N. Y., has sold *Highway Patrol* to Bristol-Myers Co., for showing in Caracas, Venezuela, and *Man Called X* to National Biscuit Co., for San Juan, P. R. Division also reports Pet Milk Co. has renewed *I Led Three Lives* for showing in San Juan.

Interstate Television Corp., N. Y., announces four new sales of *The Little Rascals* to KSWM-TV Joplin, Mo.; WHBF-TV Rock Island, Ill.; KGBT-TV Harlingen, Tex., and KSYD-TV Wichita Falls, Tex.

Greyhound Corp. (buslines), through Beaumont & Hohmon, both Chicago, has purchased Sterling Television Co.'s *The World We Live In* series for showing on KOOK-TV Billings, Mont.; WDAY-TV Fargo, N. D.; KDAL-TV Duluth, Minn.; WTVO (TV) Rockford, Ill.; WBAY-TV Green Bay and WKOW-TV Madison, both Wis. Greyhound also sponsors series on WTMJ-TV Milwaukee, WJBK-TV Detroit and CKLW-TV Windsor, Ont.

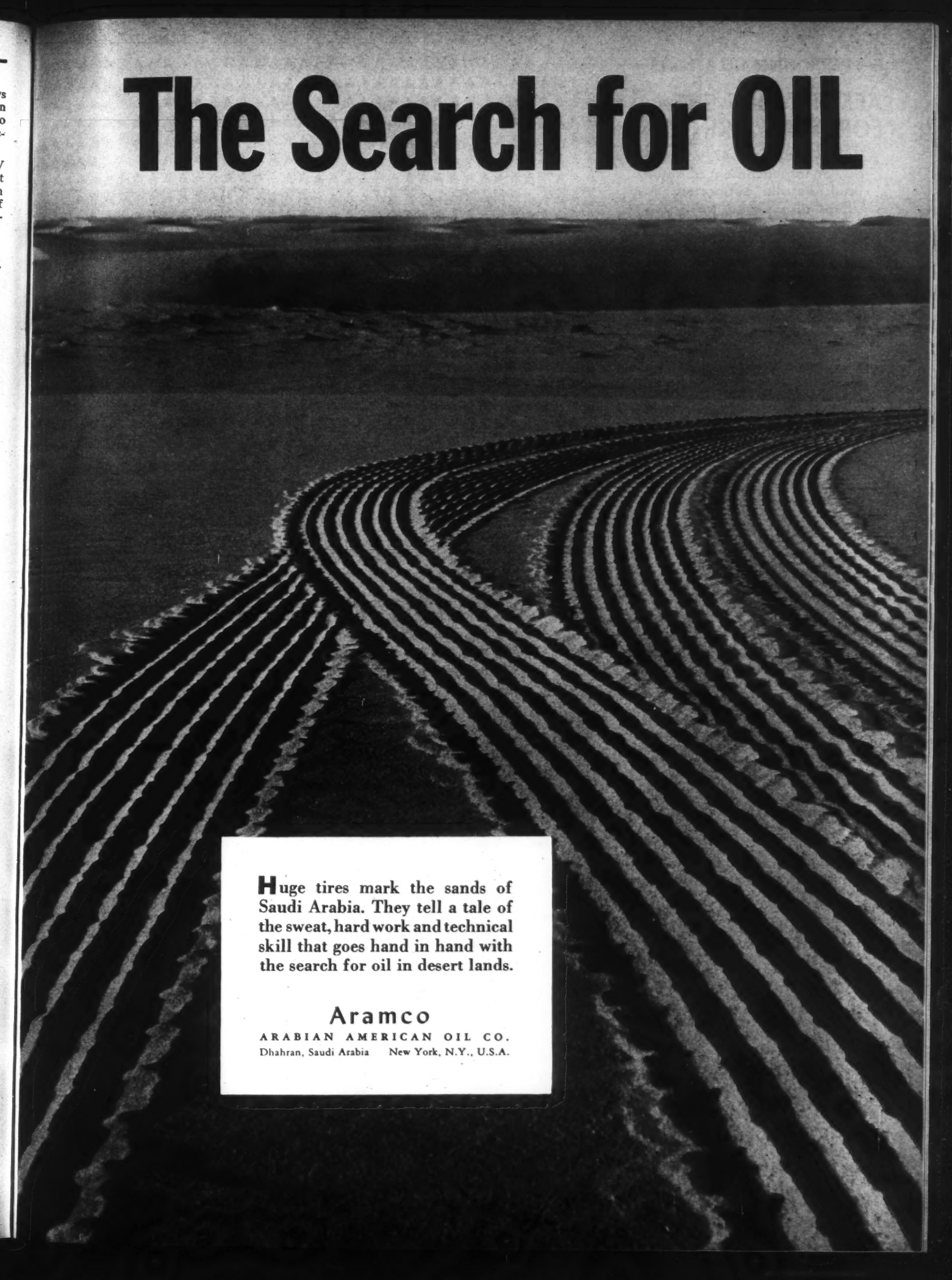
FILM PRODUCTION

Inter-Tv Films Ltd., Montreal, international tv film packager, has started production on new 30-minute tv dramatic series titled *The Errol Flynn Theatre.* British actors Herbert Lom and Glynis Johns, as well as Mr. Flynn and his wife, actress Patrice Wymore, will be starred.

Philip Reed, actor, has purchased Brian Whitney's story, "The Quest," for tv series. Story is about debonnaire coffee planter in South America.

Guild Films Co., N. Y., is producing in Hollywood new half-hour tv film series, *Here Comes Tobor,* centering on adventures of mechanical man, title character. First films will be available to stations, sponsors and agencies in April.

The Search for OIL



Huge tires mark the sands of Saudi Arabia. They tell a tale of the sweat, hard work and technical skill that goes hand in hand with the search for oil in desert lands.

Aramco

ARABIAN AMERICAN OIL CO.

Dhahran, Saudi Arabia New York, N.Y., U.S.A.

— PERSONNEL RELATIONS —

AFM REVOLT SET FOR TWO AIRINGS

Hollywood Local 47 votes today on impeachment of Maury Paul, Petrillo supporter. Incident also slated for review by AFM International Board in New York tomorrow.

REBELLION against AFM President James Caesar Petrillo by Hollywood Local 47, will be aired in two forums this week, one in Hollywood as Local 47 members vote today (Monday) on impeachment of pro-Petrillo recording secretary Maury Paul and the second on Tuesday in New York at the regular March meeting of the AFM International Executive Board [B•T, March 19, 12, 5].

Meanwhile, the International Executive Board last Thursday notified Cecil F. Read, Local 47 vice president who now is acting president there and the principal anti-Petrillo leader, that he must be prepared to stand trial by April 1 at a place and time to be designated. Similar notices of national trial were sent by the AFM's board to several other key Read supporters.

Renewed charges were filed against the Read group a fortnight ago by John te Groen, Local 47's president who was "impeached" by both voice and written votes at membership meetings in the past month for refusing to fight Mr. Petrillo. A special panel of the AFMs' IEB recently concluded a special on-the-scene investigation of the Local 47 fight in Hollywood and is expected to report at the IEB meeting Tuesday.

Probe Discussed

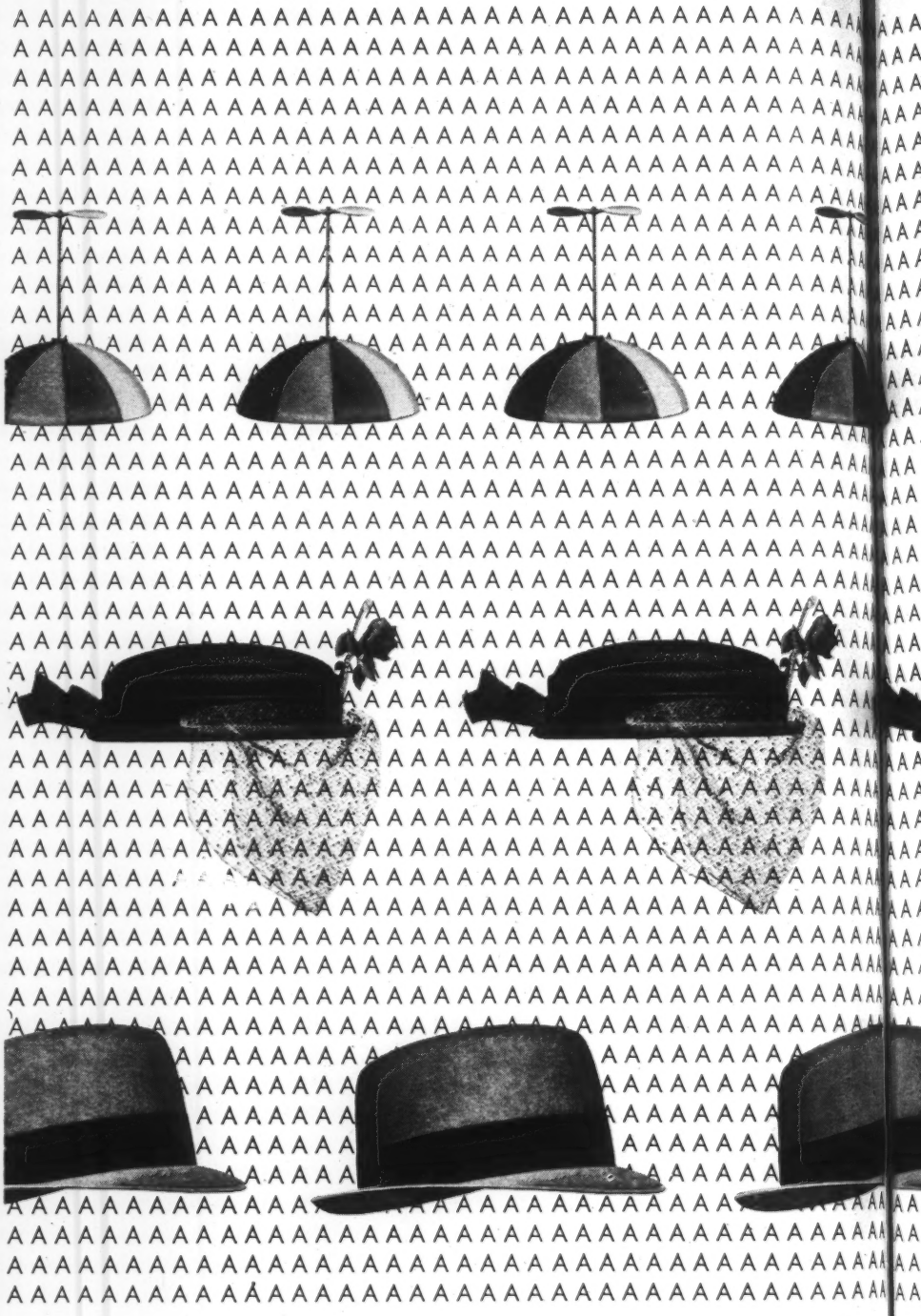
Messrs. Read and te Groen lunched Thursday in Los Angeles with Rep. Joe Holt (R-Calif.), who is a member of the House Education and Labor Committee. Rep. Holt earlier asked his committee to mail questionnaires to AFM concerning its music performance trust fund, the central point of dispute in Local 47's civil war. The committee is planning an overall investigation of all union pension and welfare plans. No one divulged details of the lunch meeting, other than that both leaders in the dispute reviewed their respective positions.

The Local 47 rebels are fighting Mr. Petrillo because they claim Hollywood musicians are the major contributors to the $14 million trust fund and get too little in return. Biggest current source is the release of old movies to tv, they note, pointing out that while other creative contributors to the original movie get extra money, the musicians get none, all tv dollars going into the trust fund instead.

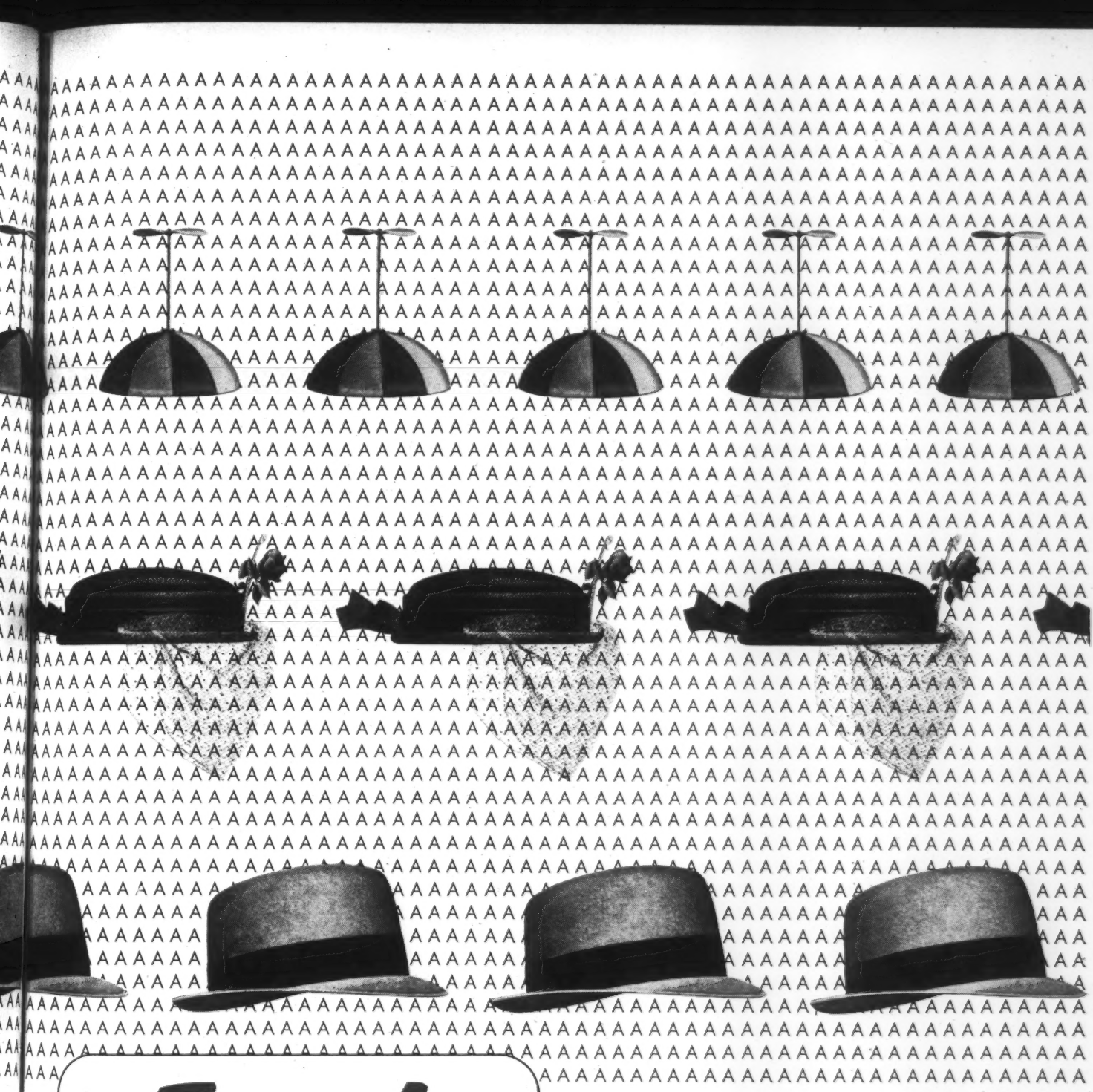
Mr. Paul told B•T last week he will stand trial before his membership Monday and face the dispute. He contends the Read faction has obtained its position illegally according to Local 47 and AFM by-laws and feels it is time for a showdown. The AFM's IEB investigation panel earlier "cancelled" the meeting to impeach Mr. te Groen and ordered Mr. te Groen and all Local 47 members not to attend. The meeting was held anyway under Mr. Read's chairmanship, with one of the biggest membership turnouts in history, and Mr. te Groen was impeached in *absentia*.

The Local 47 board, controlled by the Read camp, has removed Mr. te Groen from the union payroll and now is paying Mr. Read the president's salary of $250 weekly. Local 47 has 15,000 members.

Local 47 Financial Secretary G. R. Hennon, a Petrillo supporter, is predicted as third on the impeachment list but Read spokesmen say this action will not be taken if he "cooperates."



Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami . . . . . .



NEW **TRIPLE-A** PLAN

AUDIENCE and	A	A	A
ACTION in	A	A	A
ATLANTA	A	A	A

WLW-A Atlanta

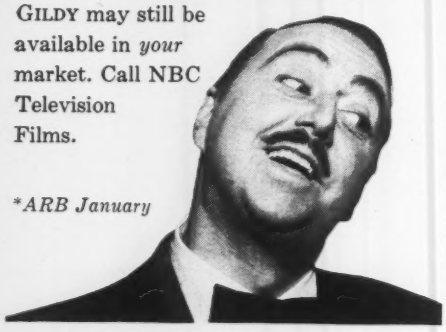
Here's the best hatful in the ad business—the big new WLW-A TRIPLE-A Plan . . . guaranteeing Audience and Action in Atlanta! It's a product-matched showcase, brimful of just the right television shows for just the right products—kiddies' shows for kiddies' products, daytime shows for women's products, nighttime shows for family products. Let us try it on your products for size. Remember—only WLW-A gives you this TV selective audience package—the big new TRIPLE-A Plan . . . guaranteeing Audience and Action in Atlanta!

. . . . . A member of the Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

fine friend of the family

Millions of families follow THE GREAT GILDERSLEEVE on TV and they buy plenty. Especially family products like food, beverages and drugs. GILDY is already in well over 100 markets including New York, a 7-station market, where it beats all its time period competition,* and Houston-Galveston, a 3-station market, where it has a 26.2 rating.* GILDY may still be available in *your* market. Call NBC Television Films.

*ARB January



The Great Gildersleeve

663 Fifth Avenue in New York,
Merchandise Mart in Chicago,
Sunset & Vine in Hollywood.
In Canada: RCA Victor Company, Ltd., Toronto.

NBC Television Films

Programs for All Stations– All Sponsors

A DIVISION OF KAGRAN CORPORATION

CBS-TV CUTS 5-MINUTE POLITICAL RATE

Reggie Schuebel's new rate plan wins one network's approval. It will charge one-sixth of half-hour rate rather than 30% of hour rate. Saving: $20,000 per broadcast. NBC-TV probably will follow suit; ABC-TV still considering.

CBS-TV last week agreed to change its rate to political parties for pre-emption of five minute segments of evening programs, which will mean an estimated saving of nearly $20,000 per five-minute political broadcast for all parties.

The network, in response to a request originated by Reggie Schuebel, representing the Democratic National Committee for Norman, Craig & Kummel, will change its charge from 30% of the hourly rate to one-sixth of the half-hour rate. The network will charge the political parties one-sixth of the half-hour cost for their five minutes and the advertiser five-sixths for 25 minutes with all three commercials fitted into the 25 minutes.

Miss Schuebel explained that her premise was based on the fact that "since the advertiser would pay five-sixths of the half-hour rate to the network, the political party must pay only one-sixth so that combined this constitutes the regular half-hour rate.

"To charge 30% of the hour rate would be for the network to get an increased revenue for its half-hour.

"The CBS-TV half-hour network advertiser normally pays $59,445 for a half hour on the full network. When a five-minute segment is pre-empted, the advertiser pays five-sixths of the half-hour cost or $49,537.50. The political parties should pay the additional one-sixth of the cost or $9,907.50 so that the network would receive its normal half-hour rate. To ask $29,722.50 (30% of hourly rate) for the time, is for the network to profit from the political parties to the tune of $19,815 per five-minute broadcast."

CBS-TV was the first network to agree with Miss Scheubel and accordingly also notified BBDO, New York, which handles the Republican Party.

Although NBC-TV has not made its decision as to whether it too will go along, it was deemed a foregone conclusion that it will adopt the same approach.

ABC-TV however, was understood to be considering the request.

"WHAT shall we buy?" is the question posed by Democratic Chairman Paul Butler (r) at this Washington meeting with his advertising advisors. L to r: Walter Craig, Norman, Craig & Kummel, Democratic agency; Reggie Schuebel, president of Reggie Schuebel Inc. and consultant to the party, and J. Leonard Reinsch, Cox Stations director and broadcast consultant to the party.

Lar Daly Says Appeal Will Be Taken to FCC

LAR DALY, "splinter" candidate for the Republican presidential nomination, said last week he would carry his equal time appeal to the FCC. He made this statement after his request for radio-tv facilities to answer President Eisenhower's Feb. 29 talk was rejected by ABC.

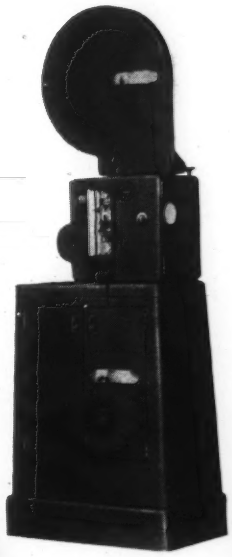
ABC refused Mr. Daly time on much the same grounds as NBC had done the previous week [B•T, March 19]. ABC conditioned its rejection on the fact that Mr. Daly is not associated with the Republican National Committee, as his letterhead would indicate, and on the assumption that he had withdrawn his name for the GOP presidential nomination from the Illinois primary ballot. His name remains on the ballot.

In a letter dated March 16, Thomas Velotta, ABC vice president, noted Mr. Daly had dis-

WHAT SCHUEBEL PLAN WOULD MEAN

(150 STATION LINEUP USED FOR COMPARATIVE PURPOSES)

Network	No. of Stations	Hourly Rate	Original 5-Min. Proposal	Half-Hour Rate	5-Min. Rate Based On 1/6 of Half-Hour Cost	Difference Between Old and New Rates or Saving to Parties
CBS-TV	150	$99,075	$29,722.59 (30% of Hourly Rate)	$59,445	$9,907.50	$19,815.00
NBC-TV	150	$99,075	$24,768.75 (25% of Hourly Rate)	$59,445	$9,907.50	$14,861.25
ABC-TV	130	$65,000	$17,000 (26-2/3% of Hourly Rate)	$40,000	$6,666.66	$10,333.34



- long-lived, slow-speed sprocket 3-2 intermittent
- intermittent operates in oil bath
- spring-loaded, side-guided film trap at aperture
- resolution exceeds 600 lines throughout field
- corner illumination at least 85% that of center
- local or remote operation possible
- film capacity permits two hours continuous operation
- less than 0.25% flutter
- 50 to 8,000 cycles frequency response, adjustable at high and low ends
- many other features

all this ...and NOW COLOR TOO

yours with the new GPL 16mm. Telecast Projector

Now you can telecast high quality color, economically. GPL has made its 16mm. telecast projector more outstanding than ever by adapting it to either single-vidicon or three-vidicon operation. Either way you get the bright, clear pictures for which this projector has long been noted in studios all over the country. What's more, you can change over earlier GPL 16mm. models to color at a very moderate cost.

Among the many features of the new projector are color 3-2 intermittent *with 30% application time* and single phase synchronous motor. There are separate drive and take-up motors, both self-lubricated.

The newest GPL 16mm. telecast projector, like preceding models, is ruggedly built and highly economical to operate. Lamp life is extended by reduced stand-by voltage that eliminates thermal shock. The sound system, of course, remains unexcelled.

Write, wire or phone for detailed information.

SEE US AT BOOTH 24 N.A.R.T.B. SHOW
OR SUITE 553, CONRAD HILTON HOTEL

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PLEASANTVILLE, NEW YORK

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WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
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avowed his candidacy for the GOP presidential nomination in a letter to the Illinois secretary of state.

In response to the same charge by NBC a week before, Mr. Daly had explained that he filed notice of withdrawing as a candidate knowing the deadline for dropping out had passed. His purpose, he said, was to get publicity.

Referring to his promised FCC appeal, Mr. Daly informed Mr. Velotta:

"Though I have been offered the free services of some of the best lawyers in Chicago to help me in this matter, I have refused their assistance, and have decided to go before the FCC myself, on the grounds that the issue is one of such simple and basic elementary justice that the entrance of lawyers into the case would confuse and expand the matter out of all proportions to the common sense of which it is intrinsically and substantially composed."

CBS Inc. has requested more information on Mr. Daly's candidacies in various state primaries before committing itself.

Sen. Long Says Candidates Should Get Air Time Free

SEN. RUSSELL B. LONG (D-La.) thinks radio and tv stations should be forced to give free equal time to both sides during an election.

The Louisiana senator's idea was expressed for the first time on a filmed tv program scheduled to be shown on WDSU-TV New Orleans, La., yesterday (Sunday).

Discussing various proposals in Congress to make more workable Sec. 315 of the Communications Act and more equitable the expenditures provisions of the election laws, Sen. Long suggested that these goals might be met by "making it mandatory that radio and tv stations be required to furnish free time so both sides can be heard. It would help clean up politics and make it less burdensome for the candidates."

Sen. Long's remarks were made in WDSU-TV's *Dateline Washington*, a filmed program produced for the New Orleans station by Ann Corrick, who acts as moderator on the weekly presentation.

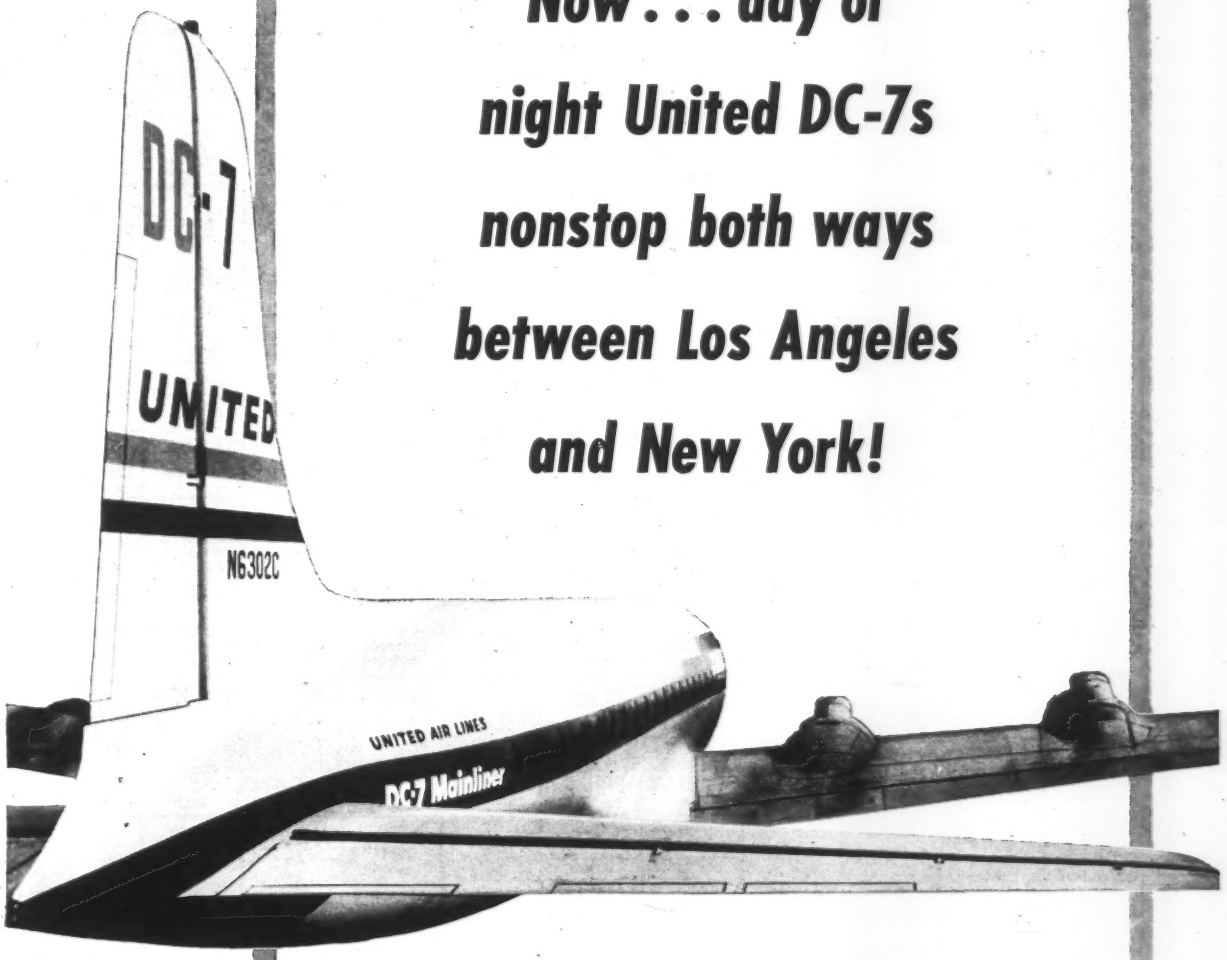
NBC Rents Chicago Hall

NBC Central Div. has reserved the auditorium in Chicago's new Prudential Bldg. for the weeks immediately preceding and during the Democratic national convention (Aug. 6-20) and is negotiating for a "long-range" working agreement assuring use whenever NBC-TV programs originate in that city. NBC Chicago has lacked suitable audience-origination facilities since it relinquished the Studebaker Theatre last year.

Vote Count Automation

IN its first use of electronic computers for political coverage, NBC News announced last week it has made arrangements with the Teleregister Corp. to obtain a bank of instantaneous computing machines to obtain immediate vote totals during the national political conventions in August and during the November elections. NBC News said the Teleregister machines will be operated by skilled electronic calculator operators, who will punch in their latest reports on returns on the machine and produce new totals automatically.

Now . . . day or night United DC-7s nonstop both ways between Los Angeles and New York!



New save-a-day convenience for coast to coast travelers on United Air Lines DC-7s. For example, "The Evening Continental" leaves Los Angeles at 9 p.m.—arrives New York just 7¼ hours later in time for a full day. After-theater "Starlight Continental" leaves New York at 12:30 a.m.—arrives in Los Angeles bright and early at 6:15 a.m. Also convenient daytime nonstop service each way on "The Continentals." Leave Los Angeles at 9 a.m., New York at noon. Unmatched luxury service.

UNITED AIR LINES

COMPARATIVE NETWORK AM SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Monitor
6:15	Paul Harvey News	Wm. Wrigley Gene Autry (191) R	Seeman Bros. Tomorrow's Front Page Headlines	Meet the Press
6:30	It's Time	Liggett & Myers Gunsmoke (197)	Mutual Benefit Bob Considine	
6:45	The Evening Comes	Sleepeze—6 Galen Drake	Les Paul General Tire Sports Time	
7:00	Weekend News			
7:15	Show Time Review George Sokolsky	Edgar Bergen Show (200) (CBS Columbia Anahist 20th Century)	"By the People"	
7:30	It's Time			
7:45	Valentine Henry Mile Travel Talk S			
8:00		News	Stand By Round the World	
8:15	Co-op America's Town Meeting	Toni Our Miss Brooks (202)		Monitor •
8:30		P. Lorillard Two For The Money (203)		
8:45				
9:00	Overseas Assignment	News		
9:15	Lifetime Living S	Mitch Miller Show S		
9:30	It's Time Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45	It's Time	Sports	Co-op Keep Healthy	
10:00	Erwin Canham	News	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Dick Hayes Sings	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Wings of Healing	American Forum
10:45				
11:00	Texaco News	News	Repeat of Billy Graham Hour of Decision	Monitor •
11:15 PM	Moods in Melody	U.N. Report So They Say		

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
		No Service		
	Bill Stern		Les Paul Sports	
	No Service	Dolco Batteries Lowell Thomas (198) R	Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Longines News	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Curt Massey Show S	Amer.'s Business Dinner Date	No Network Service
	Events of the Day	Philip Morris Russell—Mdays Bing Crosby	American Home Prod. Gabrie' Heatter	Miles Labs News of World (166)
		Am. Oil Ed. R. Murrow (82)	Les Paul Special Edition	One Man's Family •••
	Metro Auditions of the Air	My Son Jeep	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
		Yours Truly Johnny Dollar		
	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele	Boston Symphony Orchestra
		News	Esso Reporter	
	Sound Mirror	Jack Carson Show S	TBA	Bell Telephone Telephone Hour (185) R
	ABC News		Behind the Iron Curtain	
	Offbeat	Kools CBS Columb'a Amos 'n' Andy Music Hall	Reporters' Roundup	Contrsts In Music Eastman School Orchestra
	News	Chevrolet News		
	Vandercook, CIO	Eric Sevareid S	Virgil Pinkley	News-Frederick
	The 3 Suns	Dance Orchestra	Chico Vallee's Orchestra	Chet Huntley Reporting
	News			Music Program
	Martha Lou Harp		Distinguished Artists Series	All Star Parade of Bands
		CBS News	Mutual Reports The News	No Network Service
	Songs by Dini	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty
	Sports Report S			

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson	Stand by with Bob & Ray	No Network Service
	All State Bill Stern	No Service		
	No Service	Dolco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr. Boltons (alt. Tu) G. Heatter	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Curt Massey Show (121)	Amer.'s Business Dinner Date	No Network Service
	Events of the Day	Philip Morris CBS Columbia Bing Crosby	Men of Action Gabriel Heatter	Miles Labs. News of World (168)
		Ed. R. Murrow Co-op	Coca-Cola Co. The Eddie Fisher Show 245)	One Man's Family •••
	The World & You	My Son Jeep	Treasury Agent (Participating)	Dragnet
		Yours Truly Johnny Dollar		
	News S			
	Admiral Life is Worth Living	Suspense	Squad Room	Network & Local Participations "X Minus One"
	Admiral News	News	Esso Reporter	B&W News
	Sound Mirror	Jack Carson Show S	TBA	(April 3 & 17) Politics & Primaries
	ABC News		Dateline Defense	
	Offbeat	Kools, Carter Amos 'n' Andy Music Hall (198)	The Army Hour	(April 10 & 24) Biographies In Sound
	News	Chevrolet News		
	Vandercook, CIO	Eric Sevareid S	Virgil Pinkley	News-Frederick
	The 3 Suns	Campaign '58	Jazz Roost	Chet Huntley Reporting
	News	Dance Orchestra		Music Program
	Take Thirty S		Dance Time	Nightlife with Nordine
	Singing with the Stars	CBS News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

	ABC
	No Service
	Bill Stern
	No Service
	CIO-AFofL Edw. P. Morgan
	Co-op Quincy Howe
	Events of the Day
	The World & You
	News S
	Your Better Tomorrow
	News
	Sound Mirror
	News S
	Offbeat
	News
	Vandercook, CIO
	Pabst Fights
	Singing with the Stars
	Sports Report S

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Monitor •
9:30	It's Time Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Art of Living
9:45				
10:00	Texaco News Message of Israel S	Chev. News E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Texaco News Negro College Choirs S	Leading Question S	Voice of Prophecy (307)	
10:45				
11:00	It's Time Mariners in Review	News Invitation To Learning S	Dawn Bible Frank & Ernest (362) First Church How Christian Science Heals	Monitor • 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:15				
11:30	Texaco News The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	It's Time Frost & Center	Guy Lombardo Orchestra S	Bill Cunningham Co-op First Church How Christian Science Heals	The Eternal Light
12:45				
1:00	Churches of Christ Herald of Truth (188)	F. W. Woolworth 1-2 p m Woolworth Hour (196)	Les Paul Front Page Exclusive Merry Mailman	Monitor •
1:15				

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
		Co-op News	Co-op Robt. Hurleigh	
	Breakfast Club (Participating)	No Service	Easy Does It TBA	No Network Service
	Sterling MWF My True Story When A Girl Marries (185) (Participating)	Arthur Godfrey (Participating)	Cecil Brown Footnotes To Medical History Guest Time	Weekday ••
	Dean Whispering Streets (224) Paging the News S		Kraft News Johnny Olson Show	
	Magic Kingdom		Kraft News Magic of Music	
	Presenting: Franchot Tone Presenting: Constance Bennett	Make Up Your Mind S Wrigley Howard Miller (144)	Queen for a Day Participating	
	Valentine Luncheon at Astor Sunshine Boys How To Fix It	Hazel Bishop P. Morris, Std. B. Wendy Warren Backstage Wife	Kraft News Quaker, H'wood A. Ladd's Modern Moods	No Network Service
	No Network Service	Pauls, Toni Pharmaco Helen Trent Our Gal Sunday S	No Service	
	Co-op Paul Harvey	Road of Life (131)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Mutual's Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News		
	Co-op No School Today	Farm News St. Louis Melodies Ferry Morse Seed Co. Garden Gate	No Network Service	Monitor • 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
	Table Products Inc.	Chev., A. Jackson Galen Drake S		
	It's Time Muppets and Melodies	Calmer S	Kraft News Conference Call	
	ABC News		Good News	
	The Inner Circle	Robt O. Lewis (185) KASCO	Kraft News Magic of Music	
	It's Time All-Leagues Clubhouse S		Musical Wheel of Chance	
	ABC News	Milner	Les Paul	
	World Tourist	Chev., A. Jackson		Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
	101 Ranch Boys S	Romance S	Teenagers USA	
	American Farmer S	Liggett & Myers Gunsmoke (200)		Monitor •
	ABC News	Chev., A. Jackson	Symphonies For Youth	Allis-Chalmers Home Hour (Central Sta's)
	Navy Hour S	City Hospital		

	ABC
1:30 PM	Texaco News
1:45	Pilgrim
2:00	Healing Hour Dr. Oral
2:15	
2:30	Dr. Fred Wings of
2:45	
3:00	Pan Am Union I
3:15	It's Time
3:30	Dr. Billy Gra Hour of Dec (220)
3:45	
4:00	News
4:15	Gospel Hour Old-Fashio Revival H.
4:30	
4:45	
5:00	Holiday for Strings S
5:15	
5:30	Goodwill Greatest Story Ever Told
5:45 PM	

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Stand-by With Bob & Ray	No Network Service
	No Service		
Bill Stern		Les Paul	Sun Oil Co-op 3-Star Extra (34)
No Service	Delco Batteries Lowell Thomas (199)	Sports	Alex Drier Man on the Go Co-op
CIO-AFofL Edw. P. Morgan	Longines News	Kraft News	No Network Service
Co-op Quincy Howe	Curt Massey Show (204)	Fulton Lewis Jr.	Miles Labs News of World (168)
Events of the Day	Philip Morris Milner, Russell Bing Crosby	Amer.'s Business	One Man's Family ***
	Co-op Ed. R. Murrow (89)	Dinner Date	
The World & You	My Son Jeep	Gabriel Heatter	Network Participations People Are Funny
News S	Yours Truly Johnny Dollar	Coca-Cola Co. Eddie Fisher Show	
Your Better Tomorrow	21st Precinct S	Official Detective (Participating)	The Goon Show
Mayflower News	News S	Esso Reporter	News
Sound Mirror	Jack Carson Show S	TBA	American Adventure
News S	Kools, Carter Ames 'n' Andy Music Hall (198)	Your Income Tax Co-op State of the Nation	Conversation
Offbeat	Chevrolet News	Virgil Pinkley	News-Frederick
ABC News	Eric Sevareid S	Jazz Roost	Chet Huntley Reporting
Vandercook, CIO	Dance Orchestra	Ted Heath & His Music	Curling Cons. Club
The 3 Suns		Mutual Reports The News	Jane Pickens Show
ABC News	CBS News	U N Radio Review	No Network Service
Front & Center	Dance Orchestra		News of the World Morgan Beatty
Singing with the Stars			
Sports Report S			

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
	U.N. on the Record S		Richard Harkness Co-op
Bill Stern		Les Paul	No network Service
No Service	Delco Batteries Lowell Thomas (199)	Sports	Sun Oil Co-op 3-Star Extra (34)
CIO-AFofL Edw. P. Morgan	Longines News	Kraft Five Star	Alex Drier Man on the Go Co-op
Co-op Quincy Howe	Curt Massey Show (204)	Fulton Lewis Jr.	No Network Service
Events of the Day	Philip Morris CBS Col., Russell Bing Crosby	Amer.'s Business	Miles Labs News of World (168)
	Am. Oil Ed. R. Murrow (82)	Dinner Date	One Man's Family ***
The World & You	My Son Jeep	Amer. Home Gabriel Heatter	
News S	Yours Truly Johnny Dollar	Les Paul	National Radio Fan Club Network & local participations
Your Better Tomorrow	CBS-Radio Workshop	Special Edition	
Mayflower News	News	Counterspy (Participating)	NBC Job Clinic
Sound Mirror	Jack Carson Show S	City Editor	National Radio Fan Club Network & Local Participations
News S	Kools, Carter Ames 'n' Andy Music Hall (198)	Esso Reporter	
Offbeat	Chevrolet News	TBA	B&W News
Anahist News	Eric Sevareid S	American Travel Guide	Gillette Boxing
Vandercook, CIO	Capitol Cloakroom S	Double Date	
The 3 Suns		Virgil Pinkley	Sports Digest
ABC News	Dance Orchestra	Jazz Roost	
Indoors Unlimited		Dance Time	Sports Program
Songs By Dini	CBS News	Mutual Reports The News	No Network Service
Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC	
Weekend News	News	John T. Flynn		6:00 PM
Pan American Union	Dorsey Bros. Show	Les Paul		6:15
		25 Kraft News		
It's Time	Young Ideas Fred Robbins	Report from Washington		6:30
Co-op Sports Afield With Bob Edge		Dinner Date		6:45
Sports Kaleidoscope	News			7:00
At Ease	Juke Box Jury	Pop the Question		7:15
Casa Noro Morales		TBA	Monitor *	7:30
It's Your Business				7:45
ABC News	Chevrolet News	True or False		8:00
	Saturday Night Country Style			8:15
Dancing Party S		Musical Caravan		8:30
	Sports			8:45
		I Ask You		9:00
	Philadelphia Orchestra			9:15
		Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (83)	9:30
				9:45
Vandercook, CIO	News S			10:00
The 3 Suns	Basin Street Jazz	Oklahoma City Symphony Orchestra		10:15
Lawrence Welk Army Show	Dance Orchestra		Monitor *	10:30
				10:45
Statler Orchestra	News	Hardy Burt Commentator		11:00
	Dance Orchestra	Dance Time		11:15 PM

SUNDAY

CBS	MBS	NBC
Wentworth Hour (200)	Lutheran Hour (479)	Monitor *
Longines Symphonette (55)		
New York Philharmonic Symphony	Festival of Opera	The Catholic Hour
News		Monitor *
The Sunday Afternoon	Bosman's Bandstand	
A. Jackson Herald News		
Inducement	Bandstand USA	
Fort Laramie	Bosman's Bandstand	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Toni TuTh Ponds—WF Dr. Malone	Luncheon with Lopez	No Network Service
	P&G Duz Guiding Light (128)	Kraft News	
No Network Service	Ponds—TuTh Mrs. Burton	A Letter to Lee Graham	Weekday **
	Ponds—M* Brighter Day		
The Martin Block Show	Toni & Bristol-Myers Nora Drake (197)	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation	
	Lever—MF Franka Amr. TuT Aunt Jenny		
	Houseparty† (183) R	Mutual Matinee with Dan McCullough	
	Harts—Song		
	Amer. Bird—MF Record Pat of the Day (44)	(MTuWF) Bandstand USA (Th) Dick&Diane	Doctors Wife
Manhattan Matinee	No Service	Mutual Reports	P&G Right to Happiness
		Mutual Matinee with Dick Willard	Sterling Drug Widder Brown *****
Treasury Bandstand			P&G Pepper Young
	News		Miles Woman In My House
Musical Express			World of Nordine
Ebony & Ivory	No Service	Stand By With Bob & Roy	Dr. Norman Vincent Peale
Gloria Parker			Gen. Mills & Amer. Bakeries Lone Ranger
Wall St. Final (Harris, Upham)		Les Paul	Production Five
		Gen. Sports Time	
		Kraft News	

SATURDAY

ABC	CBS	MBS	NBC
It's Time	Kathy Godfrey Show S	Symphonies For Youth	Monitor *
Shake the Maracas	News S	Kraft News	
Texaco News	Adventure in Science	Fifth Army Band	
	String Serenade		
	Dance Orchestra	Lucky Pierre	
	News S		
Texas Co. Metro. Opera	Richard Hayes Army Show	Country Jamboree	
	Dance Orchestra	Sports Parade	
	News S		
Pop Concert	Dance Orchestra	Co-op Stand-By Sports	
The World Tourist	Make Way for Youth		
	News S	Kraft News	
Dinner at the Green Room S	New Orleans Jazz		
	Saturday at the Chase	Les Paul	

March 26, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Fri. Dole. Thurs. Kasco. Th. Gen. Motors — Allen Jackson.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

* G. Drake Sleep-Eze—10:55-11 a.m., Sat.

Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.

Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

NBC—

* **Monitor**—Network & Local Participations Barbasol, Miller Brewing, RCA

** **Weekday**—Network & Local Participations Carter Prods., Sterling Drug, Q-Tips Sales

*** **One Man's Family**—Net & Local Participations Weds: Carter (Last 3/21), Anahist (Last 3/14)

**** **Hotel For Pets**—MWF: Coast Fisheries—with stations not ordered commercially taking the program on Sustaining basis

T&TH—Complete Sustaining basis

***** **Young Widder Brown**—M-Th—Sterling Drug, Fri—Network* Participations

****** **Fibber McGee & Molly**—Network & Local Participations Tues—Viceroy

another first for K-NUZ

TWLM

The World's Largest Microphone!

"BIG MIKE STUDIO"

"BIG MIKE No. 2"

"BIG MIKE No. 2"—K-NUZ's second and newest radio station on wheels was born a Chevrolet Nomad Station wagon. The custom built broadcasting equipment in "Big Mike No. 2" enables K-NUZ to broadcast disc jockey shows direct from any point in Houston. The fidelity of musical broadcasts from "Big Mike Studio" is the talk of the Houston radio world.

"BIG MIKE STUDIO"—The World's Largest Microphone is over 14 feet high, and is an exact scale model of the "newsman's mike". "Big Mike Studio" is equipped with turntables and a complete console. The leather upholstered and fully carpeted interior is large enough so that a disc jockey can interview as many as four people in air conditioned comfort. Together with "Big Mike No. 2", it makes a complete and self-sufficient Radio Station on wheels. Now, greater than ever ON THE SPOT COVERAGE means MORE SALES . . . WILL MOVE MORE MERCHANDISE . . . AT NO INCREASED COST!

"BIG MIKE No. 1"

In addition to K-NUZ's five-man news staff, "Big Mike No. 1" is a well-known "news personality" in Houston. Wherever news is being made, HOUSTONIANS LOOK TO "BIG MIKE" for complete coverage FIRST . . . and they get it . . . ON THE SPOT.

K-NUZ

"Houston's 24-Hour Music & News"

NAT'L REPS.—FORJOE AND CO.

IN HOUSTON, CALL DAVE MORRIS

JAckson 3-2581

STILL HOUSTON'S TOP RATED INDEPENDENT BY EVERY SURVEY!

BROCKWAY HEADS AD COUNCIL BOARD

Young & Rubicam executive vice president named to post last week replacing Borden's Stuart Peabody, named chief of planning committee.

LOUIS N. BROCKWAY, executive vice president, Young & Rubicam, New York, Thursday was elected board chairman of the Advertising Council succeeding Stuart Peabody, assistant vice president of the Borden Co., who was named head of the AC board's planning committee.

The Advertising Council is a non-profit organization dedicated to promoting public service through and with the assistance of advertisers and their agencies.

MR. BROCKWAY

Other newly elected officers include Lee H. Bristol, president, Bristol-Myers Co., New York, as vice chairman of the board; K. C. Pratt, head of the public relations firm bearing his name; William G. Werner, manager of Procter & Gamble Co.'s publicity and legal services department, and John W. Hill, board chairman, Hill & Knowlton, as directors-at-large; Clifford L. Fitzgerald, president, Dancer-Fitzgerald-Sample, New York; Edward C. Von Tress, vice president, Curtis Pub. Co.; Harold S. Barnes, director, Bureau of Advertising, ANPA, and Warner Moore, president, Outdoor Adv., as representatives of agencies, magazines, newspapers and outdoor advertising, respectively.

Re-elected officers, representing radio and television, are Harold E. Fellows, NARTB president, and Sylvester L. Weaver Jr., NBC board chairman. Others re-elected:

Leo Burnett, board chairman of Leo Burnett, Chicago, and John C. Sterling, board chairman, *This Week* magazine, as vice chairmen of the board; Theodore S. Repplier, president of the Council; Allen M. Wilson and George T. Ludlam, vice presidents of the Council; Frederic R. Gamble, president of the American Assn. of Advertising Agencies, as secretary; Paul B. West, president, Assn. of National Advertisers; Edwin S. Friendly, vice president, Westchester County Publishers Inc.; Roy E. Larsen, president, Time Inc.; Albert E. Winger, director, Crowell-Collier Pub. Co.; Henry G. Little, president, Campbell-Ewald; Myles Standish, president, Standish-Barnes Co., as directors-at-large for three-year terms; Edward G. Gerbic, advertising and merchandising vice president, Johnson & Johnson, as representing advertisers, and F. Bourne Ruthrauff, vice president, Ruthrauff & Ryan, as representing agencies.

At a luncheon following the election of officers, Mr. Brockway presented council citations to volunteer coordinators and 25 volunteer agencies for their services contributed to the organization's major public service projects in 1955.

Cott to Address D. C. Club

TED COTT, vice president of DuMont Broadcasting Co., will address the Women's Advertising Club of Washington, D. C., at a luncheon meeting April 5 at the Hotel Washington.

NARTB LINES UP RADIO DAY AGENDA

NARTB delegates attending the Radio Day sessions of the annual convention in Chicago will take part in a series of discussions covering audience measurement, handling of sales staff, promotion and sales. Radio Day is scheduled Thursday, final day of the April 15-19 convention at the Conrad Hilton Hotel, Chicago.

Final details of the five-day industry meeting were being worked out last week. Still to be announced are the Radio Day luncheon speaker and the complete program for Television Day (Wednesday).

A number of new exhibitors were announced last week. New room exhibitors are Magne-Tronics Inc., New York (Room 612); Multiplex Services Corp., New York (Room 657); A. C. Nielsen Co., Chicago (Room 1000); Rust Industrial Co., New York (Room 533); Standard Electronics Corp., Newark, N. J. (Room 653); Tarc-Electronics Inc., Westbury, N. Y. (Room 553-A); U. S. Army Recruiting Service, Governors Island, New York (Room 522); U. S. Air Force Recruiting Service through Ruthrauff & Ryan, Washington (Room 521).

Radio-Electronics-Tv Mfrs. Assn. will show latest radio receivers in the lower lobby, according to James D. Secrest, vice president. Repeating its 1955 convention exhibit, the display will include small sets, including home, clock, auto and portable models.

RETMA's display will kick-off National Radio Week activities a month in advance of the May 13-19 celebration, Mr. Secrest said. Emphasis will be placed on outdoor listening and the Radio-in-Every-Room theme. RETMA, NARTB, Radio Adv. Bureau and National Appliance & Radio-Tv Dealers Assn. are cooperating in Radio Week ceremonies.

Receivers Displayed

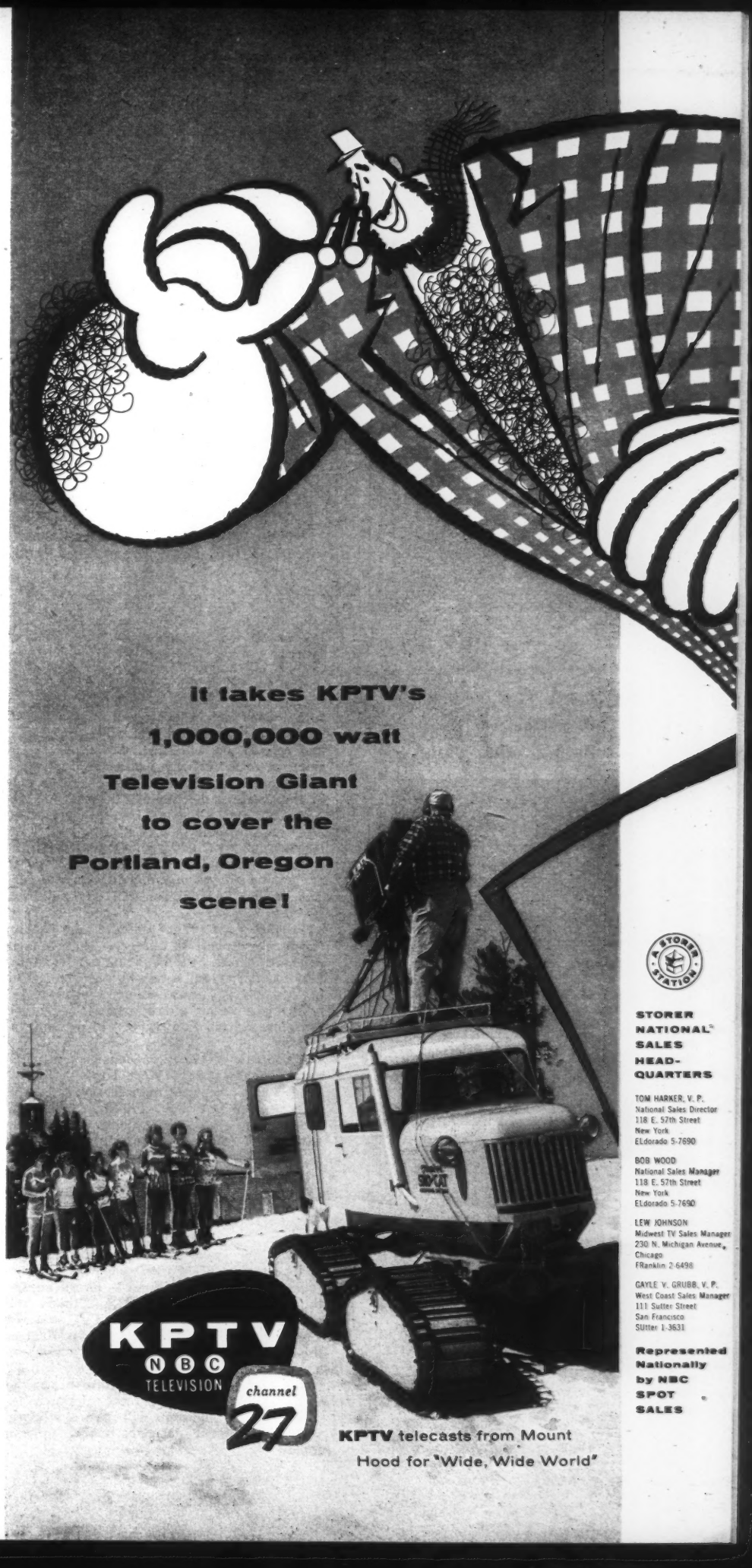
Manufactures showing sets will be CBS-Columbia, Crosley & Bendix Home Appliances Div. of Avco Mfg. Corp., General Electric Co., Hoffman Electronics Corp., Motorola Inc., Philco Corp., RCA, Raytheon Mfg. Co., Regency Div. of IDEA Inc., Sentinel Radio Corp., Sylvania Electric Products, Westinghouse Electric Corp. and Zenith Radio Corp.

The Radio Day program at the convention will be opened by E. K. Hartenbower, KCMO Kansas City, Radio Board vice chairman and co-chairman of the convention committee. Henry B. Clay, KWKH Shreveport, La., chairman of the Radio Board, will speak, followed by a talk, "The Future of Radio Audio Measurement," by Dr. E. L. Deckinger, vice president of Biow Co. and chairman of Advertising Research Foundation's Radio-Tv Ratings Review Committee.

Walter E. Wagstaff, KIDO Boise, Idaho, recently re-elected NARTB District 14 director, will speak on the topic, "It's Your Dream." Charles H. Tower, NARTB employer-employe relations manager, will conduct a panel discussion, "Selling Your Salesmen." Arthur C. Schofield, sales promotion director of Storer Broadcasting Co., will discuss "The Schofield Seven." Winding up the morning session will be a Radio Week Rally.

Radio Advertising Bureau will conduct the afternoon program, following the annual NARTB business meeting. Theme of the RAB program will be "Best of the Big Four." Kevin B. Sweeney, president, and John F. Hardesty, vice president, will direct RAB's program.

The Advertising Council is arranging an exhibit of public service programming. Over two



W

WITNland—the television market as new as an unlicked cub—in the heart of the money (better known as tobacco) belt. It lies in the shadow of the WITN

i

television tower, the tallest man made structure in the two Carolinas. WITN offers you NBC affiliation, sells your product more effectively whether carafes or

t

giraffes. Place your product in the top field; harvest this ripe tobacco market. WITN services the mighty marine bases in Cherry Point and Camp Lejeune.

n

channel 7

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

NEW OFFICERS of the Television Bureau of Advertising's board of directors and other members of the board at a meeting last week in New York (l to r): seated, L. H. Rogers, WSAZ-TV Huntington, W. Va., treasurer; W. D. Rogers, KDUB-TV Lubbock, Tex., chairman; Oliver Treyz, TvB president; Roger Clipp, WFIL-TV Philadelphia, secretary; standing, Richard A. Moore, KTTV (TV) Los Angeles; Henry W. Slavick, WMCT (TV) Memphis; Otto Brandt, KING-TV Seattle; Charles R. Denny, NBC; Merle S. Jones, CBS; Robert Lemon, WTTV (TV) Bloomington; Campbell Arnoux, WTAR-TV Norfolk; Robert R. Tincher, KVTV (TV) Sioux City; Kenneth L. Carter, WAAM (TV) Baltimore; H. Preston Peters, Peters, Griffin, Woodward, and Don Coyle, ABC.

score separate projects contributed by networks, stations and advertisers will be displayed. The exhibit will be held in the Normandie Room on the Conrad Hilton mezzanine.

Convention week opens Sunday, April 15, with the annual NARTB golf tournament for the B•T trophies. Exhibits will open that day and registration will start. Several social and side meetings are being arranged. Monday includes an fm meeting at 10 a.m., television membership business meeting at 2:30 p.m. and labor relations clinic 4-6 p.m. Fm speakers include Dr. Frank Schooley, U. of Illinois, and George Heinemann, NBC Chicago. Community Broadcasters Assn. and Daytime Broadcasters Assn. are among groups planning Monday meetings. The annual BMI dinner will be held in the evening.

Tuesday's program includes the keynote address by Robert E. Kintner, ABC president; a luncheon talk by FCC Chairman George C. McConnaughey and a talk by one of the Voice of Democracy Contest winners, with the FCC taking part in an afternoon panel discussion. President Harold E. Fellows will moderate the panel.

Wednesday, Television Day, opens with a wage-hour breakfast. Workshops, film discussions and a color tv management forum are planned in the morning. President Fellows will address the luncheon. Political telecasting, government relations discussion and a Television Bureau of Advertising sales program are on the afternoon agenda. Tv film firms are planning a reception, with Radio Pioneers holding its annual dinner that evening. The annual banquet Thursday evening will be the last event of the convention.

The Engineering Conference opens Monday, Color Television Day [B•T, Feb. 27]. Luncheon speaker will be Dr. William L. Everitt, dean of the College of Engineering, U. of Illinois. Tours of WBBM-TV and WNBQ (TV) studios in Chicago are planned in the evening. Engineering delegates will take part in the Tuesday management meetings. Wednesday they will hear Radio Day technical papers while management delegates have their separate Television Day. Thursday the engineers will discuss television, with management delegates taking up radio topics.

TvB BOARD NAMES ROGERS CHAIRMAN

Texas broadcaster elected to post in bureau's annual elections. Also approved: operating budget of $700,000 and plans for release of spot television report and sales presentation in April.

ELECTION of W. D. Rogers Jr. of KDUB-TV Lubbock and KPAR-TV Sweetwater, Tex., as chairman of the board of Television Bureau of Advertising was announced last week.

Coincident with the annual elections, the board also approved (1) a TvB operating budget of $700,000; (2) plans for the release of the bureau's spot television report and general sales presentation on April 16; (3) plans for increased selling activity in the retail field and the release of a special retail sales manual in late April.

In the board chairmanship Mr. Rogers succeeds Richard A. Moore, KTTV (TV) Los Angeles. In other voting, Roger W. Clipp, WFIL-TV Philadelphia, a member of TvB's board since its inception, was named secretary, and Lawrence H. Rogers II, WSAZ Huntington, W. Va., was re-elected treasurer.

President Oliver Treyz recounted TvB's development since the last board meeting, held in November, pointing out that the bureau had made 142 sales calls on national advertisers since that time, that the staff had expanded from 20 employes to 26, that membership was up from 174 to 197, and that revenues gained 25% in the last quarter of 1955.

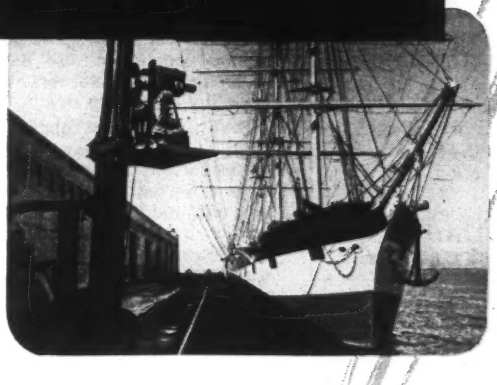
The board also authorized the moving of TvB's New York headquarters to larger offices to accommodate the expanded personnel and stepped-up sales program. A new headquarters site has not been definitely set. Board members on hand for the meeting, in addition to the newly-elected officers, were Campbell Arnoux, WTAR-TV Norfolk, Va.; Otto P. Brandt, KING-TV Seattle; Kenneth L. Carter, WAAM

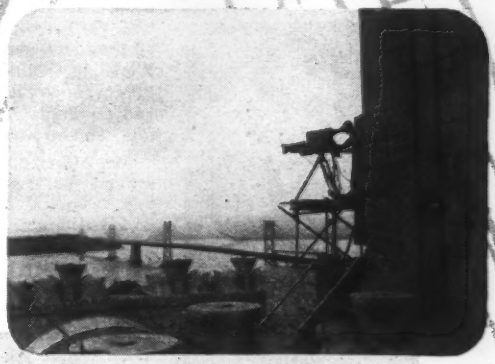
KRON TV highlights

Northern California's importance to the "WIDE WIDE WORLD"

KRON-TV cameras contributed a total of nine different locations—*more local originations to "Wide Wide World" than any other NBC affiliated station.*

From the platform of one of San Francisco's famous cable cars . . . from the decks of the Balclutha, last full-rigged sailing ship in the world . . . to the levees of flood ravaged Yuba City, KRON-TV's cameras bring these scenes to viewers from coast to coast.





Yes, Northern California is important to the "Wide Wide World" and KRON-TV is a *must* buy to reach the greatest share of that important market.

San Francisco

KRON TV

Represented Nationally by Peters, Griffin, Woodward, Inc.

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

(TV) Baltimore; Donald W. Coyle, ABC-TV; Charles R. Denny, NBC; Merle S. Jones, CBS-TV; Robert Lemon, WTTV (TV) Bloomington, Ind.; Mr. Moore; H. Preston Peters, Peters, Griffin & Woodward, New York; Henry W. Slavick, WMCT (TV) Memphis; Robert R. Tincher, KVTV (TV) Sioux City, and Mr. Treyz. Absent were Gordon Gray, WOR-TV New York, and George B. Storer Jr., Storer Broadcasting Co.

Four Incumbents Re-elected To NARTB's Radio Board

FOUR incumbent directors were re-elected last week to the NARTB Radio Board in elections to fill vacancies in even-numbered districts and four at-large directors. The at-large classification will cease next year as a result of a by-laws change approved last month.

Three directors were elected without opposition [B•T, Feb. 27]. They were Robert B. Hanna, WGY Schenectady, N. Y., District 2; John F. Patt, WJR Detroit, large stations, and Merrill Lindsay, WSOY-FM Decatur, Ill., fm stations.

Incumbent directors re-elected were James H. Moore, WSLS Roanoke, Va., District 4; Walter E. Wagstaff, KIDO Boise, Idaho, District 14; J. Frank Jarman, WDNC Durham, N. C., medium stations, and Mr. Patt.

Others elected to the board were: David Wilson, KPLC Lake Charles, La., District 6; Edward F. Baughn, WPAG Ann Arbor, Mich., District 8; Ben B. Sanders, KICD Spencer, Iowa, District 10; Robert L. Pratt, KGGF Coffeyville, Kan., District 12; Robert O. Reynolds, KMPC Los Angeles, District 16; William C. Grove, KFBC Cheyenne, Wyo., small stations.

COUNTING ballots at NARTB headquarters during the Radio Board election are (l) Frederick Houwink, WMAL Washington, and Everett L. Dillard, WASH-FM Washington, chairman of the counting group. Another member, Joseph Goodfellow, WRC Washington, was not present when the picture was made.

Radio Old Timers to Meet

MEMBERS of the Radio Old Timers will hold their 1956 reunion May 20 at the Conrad Hilton Hotel, Chicago, it was announced last week by President Charles Golenpaul of the Aerovox Corp., New Bedford, Mass. The meeting will coincide with the Radio Parts Show in Chicago. Remittances of $10 (including $2 annual membership dues) should be sent to Sam Poncher, Newark Electric Co., 223 W. Madison St., Chicago, Mr. Golenpaul said.

FOLLOWING election of new officers of West Virginia Broadcasters Assn., at annual spring meeting in Wheeling, March 17 (l to r): Tom Garden WSAZ Huntington, secretary-treasurer; A. G. Ferrise, WMMN Fairmont, president; Paul J. Miller, WWVA Wheeling, past president, and Robert W. Ferguson, WTRF-TV Wheeling, vice president.

West Virginia Broadcasters Back Uniform Daylight Time

STANDARD summer time on a national basis was advocated March 17 by the West Virginia Broadcasters Assn., meeting at the Hotel McLure, Wheeling. The association set up a budget for its freedom of information project and named a committee to handle a radio-tv journalism scholarship. Merriman Smith, United Press White House correspondent, was a speaker.

A. G. Ferrise, WMMN Fairmont, was elected president, succeeding Paul J. Miller, WWVA Wheeling. Other officers elected were Robert Ferguson, WTRF-TV Wheeling, vice president, and C. Tom Garten, WSAZ-AM-TV Huntington, secretary-treasurer.

Mr. Miller pointed to the resurgence of radio around the West Virginia area in his opening talk. Topics discussed during the meeting included double billing. About 50 broadcasters attended the session, which was preceded March 16 by a BMI clinic.

Ad Council Film Unit Formed in Hollywood

FORMATION of a 13-man Hollywood radio-tv committee was announced last week by The Advertising Council, which said the group would seek to enlist participation of all tv film programs in the Council's many-faceted public service activities.

Volunteer chairman of the new committee is Frederick W. Wile Jr., vice president, NBC. Other industry leaders, representing advertisers, agencies, networks and film companies, are: Alfred J. Scalpone, CBS-TV vice president; Earl J. Hudson, ABC vice president; Christy Walsh Jr., radio-tv supervisor, Ted Bates & Co.; Cornwell Jackson, vice president, J. Walter Thompson Co.; Fanton Coe, NBC-TV production facilities film manager; Desi Arnaz, president, Desilu Productions; Irving Asher, executive producer, TCF (TV) division of 20th Century-Fox; Walter Bunker, vice president, Young & Rubicam; Hal Roach Jr., president, Hal Roach Studios; George R. Giroux, west coast supervisor, Procter & Gamble Productions; Russell Z. Ellar, advertising manager, Sunkist Growers Inc., and Paul H. Willis, vice president, the Carnation Co.

NEWSPAPERLESS TOWNS WITH RADIO INCREASE

New report prepared by Radio Advertising Bureau shows number of such communities now totals 625, an increase of 230 since 1953.

THE NUMBER of small towns in the U. S. which have a licensed radio station but are presumably "too small" to be served by a local newspaper now totals 625, an increase of 230 since 1953, according to a new report prepared by Radio Advertising Bureau.

RAB points out that these stations not only brought local news service to more than four million people but also have given "tens of thousands of advertisers . . . the advertising flexibility of the big city."

RAB reports the highest concentration of radio stations in newspaperless small towns to be in the Southeast. On a state-by-state basis, however, Texas led with 56, North Carolina followed with 44 and Alabama was next with 40. Other top states were Georgia, 38; Tennessee, 32; Florida, 29; South Carolina and Virginia, both 25; Kentucky, 24; Mississippi, 23, and California, 22.

The development of daily advertising service in communities which for decades depended on once-weekly advertising service "is materially changing the way business is done," according to RAB President Kevin Sweeney.

RAB's breakdown of towns with local station service but without daily newspapers, follows:

Alabama	40	Montana	4
Arizona	7	Nebraska	5
Arkansas	12	New Hampshire	2
California	22	New Jersey	4
Colorado	8	New Mexico	6
Delaware	3	New York	13
Connecticut	1	North Carolina	44
Florida	29	North Dakota	1
Georgia	38	Ohio	4
Idaho	7	Oklahoma	2
Illinois	12	Oregon	15
Indiana	4	Pennsylvania	10
Iowa	3	South Carolina	25
Kansas	1	South Dakota	1
Kentucky	24	Tennessee	32
Louisiana	21	Texas	56
Maine	7	Utah	7
Maryland	12	Vermont	2
Massachusetts	6	Virginia	25
Michigan	10	Washington	17
Minnesota	14	West Virginia	9
Mississippi	23	Wisconsin	16
Missouri	13	Wyoming	8

Policing of Promotions Urged by Cunningham

Agency president tells Chicago conference sponsored by Premium Adv. Assn. of America that organization should watch for 'exaggerated claims, misrepresentations.'

THE Premium Adv. Assn. of America should "police" advertised promotions "severely" for "exaggerated claims and misrepresentations" and accelerate and increase its public education program on premiums, John P. Cunningham, president of Cunningham & Walsh, asserted last week.

He addressed a PAAA-sponsored advertising conference Tuesday during the week-long Premium Buyers Exposition at Chicago's Navy Pier. He noted that premiums represented a $1.5 billion industry last year.

"The good advertising agency of today is deeply involved in the creation, the selection and the execution of a lion's share of the premium promotions used today . . . including heavy national and local advertising supporting them," Mr. Cunningham observed. The largest U. S. advertisers are the biggest premium advertisers and most of them have "special promotional budgets," he said.

Mr. Cunningham also advised careful recommendation of a major premium program for clients in a field where premiums have been conspicuous by their absence. Sales advantages may accrue temporarily and lead to a *status quo* "as companies try to out-promote one another." The result, he said, would be only more such promotions like Ralston-Purina's "Look ma, no premiums" campaign on tv (*Ethel & Albert*) and in printed media.

Gordon C. Bowen, PAAA president, called on association buyers for help "to see to it that premiums are used wisely, ethically and effectively" and that "this great premium boom doesn't degenerate into anarchy." He noted premium advertising is "very volatile" where premiums are seldom used if there is no competition.

Glenn R. Fouche, president of Stayform Co. (foundation garments), Chicago, told delegates at the PAAA session that "television has popularized the giveaway program to such an extent that if we can't answer the $64,000 question or the $100,000 question or 'retire for life,' we at least want to be in front of our tv set to watch someone else who can." He said the desire to get "something for nothing" is really a "basic human urge" and added:

". . . millions of people who buy Speidel watchbands, lipstick, and other commodities sold by these sponsors actually pay for these large premiums. The fathers and mothers who permit themselves to be dragged to the supermarket to purchase a wrapper or a box top for their offspring are actually paying the tariff but this is not reprehensible. Such selling techniques have made possible the greatest mass-production country in the world."

Said Mr. Fouche:

This urge for "something for nothing" is really "nothing to be ashamed of, nor should we be ashamed to appeal to that part of human nature." He had a similar opinion on cereals:

"Today our kids do not eat cereals because they contain vitamins, minerals or health-building qualities—but because each box contains a button gadget or coupon, making each kid a member of the space patrol, a jet squadron or a backwoodsman."

Guild Films Co., New York, emerged as one of five international winners at the annual citation awards banquet conducted by the Premium Industry Club, which is affiliated with PAAA, during the conference.

Guild Films won out in the "tie-in sales premium plan" category. Columbia Records (transcriptions) supplied the premium plans. KRCA (TV) Los Angeles and the Atlantic Refining Co. were cited for honorable mentions on tie-ins, one of five awards categories.

Other international winners and their categories: Motors Products of Canada Ltd. (sales contests); General Mills Inc. (dealer incentives); The Kroger Co., Cincinnati (store traffic promotions), and Kraft Foods Co., Chicago self-liquidating premiums). Quaker Oats Co., Chicago, won a special award for devising "gold rush" premiums. Agencies specifically cited for their roles were Campbell-Mithun Inc. for Kroger, Needham, Louis & Brorby Inc. for Kraft and Wherry, Baker & Tilden for Quaker.

INDIANA Broadcasters Assn. at its March 16 meeting in Indianapolis elected Daniel C. Park, WIRE Indianapolis, as president. Other officers elected were Joseph Edwards, WFML (FM) Washington, fm vice president; Norman Widenhofer, WGL Fort Wayne, am vice president; Robert Lemon, WTTV (TV) Bloomington, tv vice president; Joseph Higgins, WTHI Terre Haute, re-elected secretary-treasurer; Howard White, WCTW (FM) New Castle, assistant secretary, and Dennis Keller, WITZ Jasper, assistant treasurer. Robert McConnell, WISH-TV Indianapolis, and Dee O. Coe, WWCA Gary, were elected new board members. In photo (l to r): Messrs. Coe, Widenhofer and Park; Edward G. Thoms, WKJG-TV Fort Wayne, retiring president; Messrs. Edwards and Higgins.

NARTB LISTS FALL CONFERENCE DATES

SCHEDULE for NARTB's second annual series of regional conferences was announced Wednesday by President Harold E. Fellows. The conferences replace the annual meetings of the 17 districts. The regional idea proved so popular last fall, according to an NARTB survey, that the board voted in January to continue the plan this year.

Schedule for the 1956 series follows:

Region 5 (Minn., N.D., East S.D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T.H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N.C., S.C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio., Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P.R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BBC HEAD ANSWERS CRITICS OF SYSTEM

IN A DEFENSE of the British system of noncommercial broadcasting made last week in New York, Sir Ian Jacob, director-general of the British Broadcasting Corp., in effect challenged other radio or tv systems, including those in the U. S., to put up or shut up.

Sir Ian spoke at the invitation of the Radio & Television Executives Society, which, it was understood, had extended "equal time" to BBC after the corporation had taken exception to some remarks made before the RTES last September by FCC Chairman George C. McConnaughey and which the BBC considered as derogatory to its form of broadcasting.

The BBC official took in much territory in his talk, including references to NBC Board Chairman Sylvester L. Weaver Jr.'s speech in London last September.

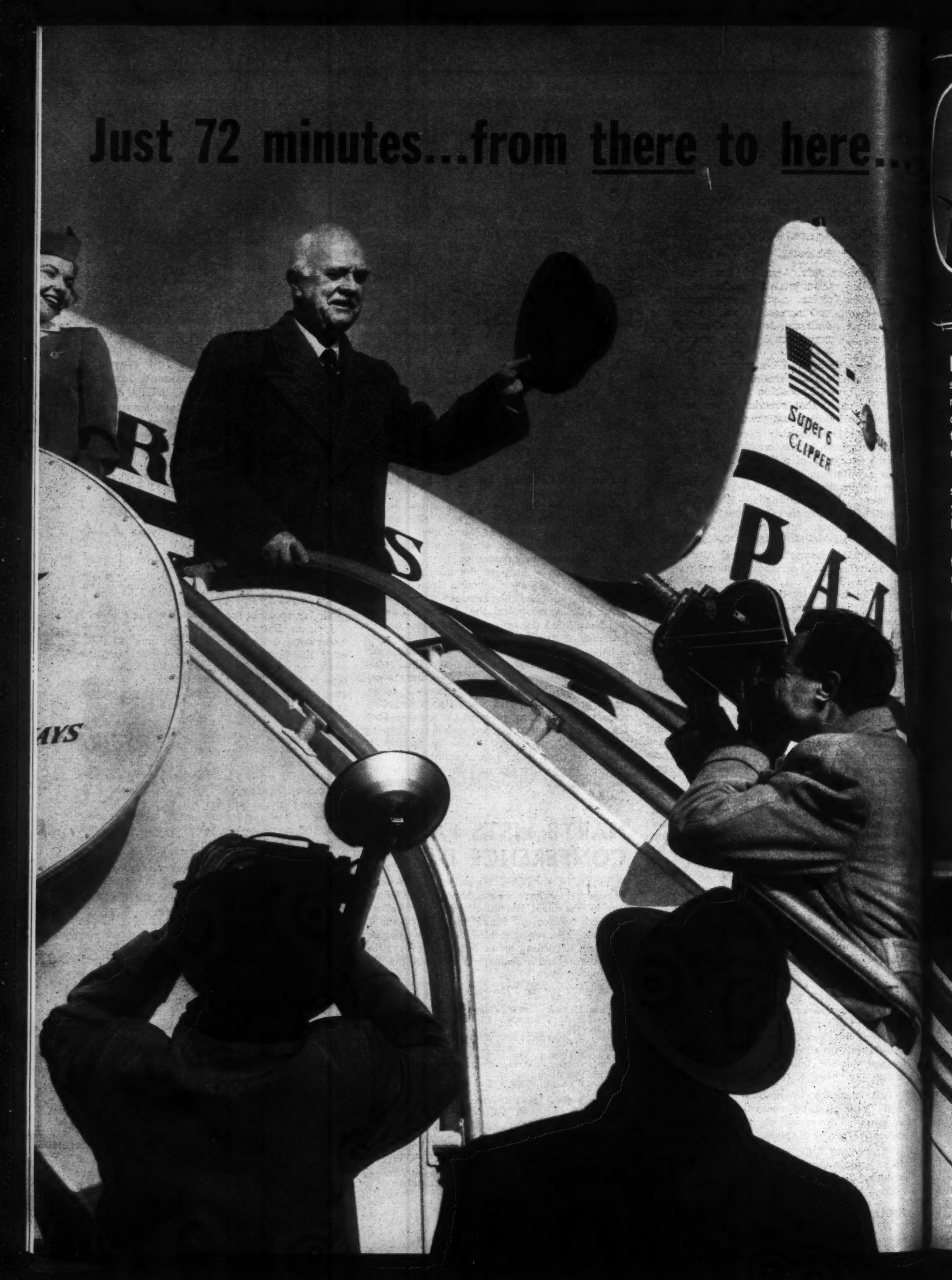
Throwing down the gauntlet, Sir Ian said:

"I challenge anyone to show that there is anywhere in the world, including the U. S., a television service that exceeds in range of material, in enterprise for new program ideas and techniques, in technical quality, and in general standard, that of the BBC. That is perhaps a bold claim to make in the center of so great a collection of high-class operators as New York. I make it, and we in the BBC are ready to substantiate it."

Along this vein, Sir Ian said that BBC did not fear competition—"We believe that we can produce programs in each category of the output of a consistently higher quality than our competition." The "competition" in Great Britain is the commercial television system run by the Independent Television Authority which started last fall. Radio is still a BBC monopoly.

Of radio, Sir Ian said it is "very much alive" in Great Britain but that because of "severe" interference in a congested medium wave band on the European continent, BBC is swinging over to fm and predicted that in a couple of years, the three national networks (actually all operated by BBC) will be entirely on fm.

Sir Ian did not mention Mr. McConnaughey by name. However, his talk was interspersed with witticisms and subtle barbs poking fun at BBC's critics. For example: "Having read reports of some of the statements made here about the BBC and what it does, or does not


Just 72 minutes...from there to here...
Super 6
CLIPPER

News while it's news means split-second schedules, schedules you must meet. A dignitary arrives at an airport far from the heart of town . . . with minutes to go until air time. You're always in a hurry.

Anyway—it's easy . . . inexpensive, too . . . provided you work out your schedules and . . . **USE EASTMAN TRI-X FILM.**

For complete information—what film to use, latest processing technics—write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Ave., New York 17, N. Y.
Midwest Division
137 North Wabash Ave., Chicago 2, Ill.
West Coast Division
6706 Santa Monica Blvd.,
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

Yes, it's been done with EASTMAN TRI-X! Shot at 5:20 PM, La Guardia Airport . . . rushed to New York . . . processed (twice as fast as Super XX Reversal Film) . . . on the air by 6:32 PM.

do, I felt that I was reading the kind of report that might have been current in the days of the great explorers. Remote foreign lands had been visited by these men, who brought back somewhat fantastic tales of the habits of the natives. In those days it was no easy matter to check these tales. Now there should be no difficulty, and easy travel comes to our aid. Perhaps we travel too easily, and do not spend enough time at the other end to get our ideas properly adjusted."

At another point, Sir Ian said BBC had nine governors "appointed not as political nominees but as representative men and women to act as trustees for the nation."

Sir Ian chuckled in words at Mr. Weaver's remarks of last September. Noting that Mr. Weaver had said: "I have always thought that taking pride in having a broadcasting instrument that did not carry advertising was like taking pride in a railway system that did not carry freight," Sir Ian commented:

"That indeed is a point of view, though I have not yet heard of a demand that on a railway the freight and the passengers should travel in the same compartment. It is quite a new idea to us."

Another quotation of Mr. Weaver's as presented by Sir Ian: "I recognize that the BBC has done most of what we are talking about, but the BBC by its very nature will not do what commercial television must do. Commercial television to be successful must attract the big audience—everyone." Sir Ian countered by saying that this was precisely what BBC has done—"BBC has attracted and does attract the big audiences, and has done all it can to put before them the complete range of human thought and activity."

Sir Ian said ITA now has two stations "and though it is doing quite well among those people who have taken the trouble to convert their sets to receive its service, the permanent nature and shape of so-called independent television in Britain remains to be seen."

BBC's tv now covers "virtually the whole country" with one network and is ready to start a second, he said.

During a brief questioning period by *New York Times* radio-tv critic Jack Gould and ABC's vice president and news commentator John Daly, Sir Ian admitted that ITA in certain areas was doing "extremely well," but:

"They have to hold their own. When it comes to light programs, the ITA have it. When it comes to anything else, they do not have it."

Sir Ian also revealed that BBC received nearly $60 million in operating revenues this year from purchase of radio or tv receiver licenses alone.

National Advertisers See Tv As Primary Medium—Treyz

NATIONAL ADVERTISERS regard tv as their primary link with their customers and the customers regard tv as their primary link with advertisers, Oliver Treyz, president of TvB, told members of the Broadcasting Executives Club of New England last week.

"Tv's advertising dominance, from both the advertiser's and the public's standpoint, and its superiority over other media is achieved despite its relatively low commercial content of 12% to 25%," Mr. Treyz emphasized. "This commercial content," he continued, "compares with that of approximately 15% for the new March issue of *Reader's Digest*, 62% for the current issue of *Life*, and higher percentages for daily newspapers, typically more than half commercial."

The TvB president did not criticize competing media for their relatively higher commercialization, but he pointed out that television's superiority has been achieved with less density of advertising, when compared to printed media.

Evidence of tv's superiority in the eyes of national advertisers, Mr. Treyz declared, is shown by the fact they "invest more dollars in tv than in any other medium by increasingly wider margins."

As proof that the public responds affirmatively to tv advertising, he cited a TvB tabulation of Videodex findings for the fourth quarter of 1955. This revealed, he said, that "less than 3% of the tv viewing public finds evening commercials 'irritating' and less than 2% of the daytime viewing public finds commercials "irritating.' "

Conclusive proof that tv viewers respond, not only to programs, but to advertisements, he went on, is found in the rising sales curves of tv advertisers, who are investing more and more in the medium.

A new presentation on national spot advertising, "The Hidden Half of Television," which shows the great variance in market opportunity, will be released the week of April 16, Mr. Treyz told the group.

Competitive Tv Group Elects Joseph Meagher

APPOINTMENT of Joseph Meagher as executive secretary of the newly formed Committee for Competitive Television [B•T, March 19] was announced last week. Mr. Meagher is managing editor of the *Erie* (Pa.) *Times*, whose principals have stock ownership in ch. 35 WSEE (TV) that city.

The overall uhf group announced a regional meeting of Pennsylvania uhf operators in Harrisburg March 28 at the Penn Harris Hotel. John G. Johnson, WTOB-TV Winston-Salem, N. C., is chairman of the organization; John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV), is vice chairman; Tom Chisman, WVEC-TV Norfolk, Va., is treasurer, and Philip Merryman, WICC-TV Bridgeport, Conn., member of the executive committee.

— PROFESSIONAL SERVICES —

Ex-FCC Examiner Poindexter Opens Washington Law Office

JOHN B. POINDEXTER, former FCC hearing examiner, announced last week that he has opened a law office in Washington, D. C. He will practice before all federal agencies, specializing before the FCC.

MR. POINDEXTER

A former hearing examiner with the Civil Aeronautics Board (CAB) (1947-53), Mr. Poindexter served with the FCC from August 1953 to September 1955 under a temporary appointment.

Mr. Poindexter's Washington office is in suite 203, 1025 Connecticut Ave., N. W.

PROFESSIONAL SERVICES SHORTS

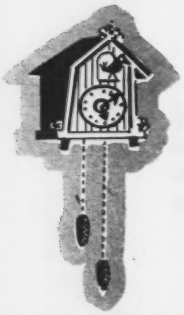
Allen Kander & Co., radio-tv station broker with headquarters in Washington, announces Chicago office will move April 1 to 1310 Pure Oil Building.

ONE OF A SERIES

What Makes a Radio Station Great?

IMMEDIATE ADVERTISING

RESPONSE



4500 Cuckoos Make Sweet Music for WFAA Sponsor

Last fall the Star Import Company bought time on WFAA to sell German cuckoo clocks for Christmas presents.

Within eight weeks 4500 clocks were sold at $5.00 each —sweet music to the sponsor's ears.

This is the sort of selling power that WFAA can put to work for your product, whether it's clocks, chili or motor cars because WFAA is the leading radio station in the leading market in the Southwest.*

Scores of WFAA advertisers have used WFAA listener confidence to build their own sales, for confidence is a two-way street and listener confidence translates easily into sponsor confidence when it proves the key to more profitable advertising.

WFAA can furnish you with that key—let your Petry man show you how

*Whan Study — A. C. Nielsen, N.S.I.

WFAA
820 • 570
50 000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

WFAA
is a great radio station
Edward S. Petry & Co., Representative

FCC CONSIDERING MULTIPLE-CITY IDs

Commission wants to know if a tv station covering more than one town should be allowed to maintain studios in and to identify itself with each community it serves.

SHOULD a tv station that covers more than one city be permitted to maintain studios in each community? Should it be permitted to identify itself with more than one city?

The answers to those questions were requested by the FCC last week when it issued a Notice of Proposed Rule-Making on two petitions along those lines. Comments were asked by May 23.

The proposal was made following requests last year by ch. 15 WVEC-TV Hampton, Va. (Norfolk-Newport News-Portsmouth) and ch. 6 WDSM-TV Superior, Wis. (Duluth, Minn.). Both asked permission to put studios in each of the cities since the FCC's table of allocations assigns channels to the "hyphenated" cities.

The present rule requires a tv station to be assigned to one "principal" city, in which its main studio must be located and with which it must be identified. The identification of stations with neighboring cities (Galveston-Houston, Tex.; Muskogee-Tulsa, Okla.; Petersburg-Richmond, Va., and Hutchinson-Wichita, Kan.) has given rise to protests to the FCC over the past two years. The FCC has maintained that the station identification must associate the call letters with the city to which it is assigned. The Commission, however, has not found illegal practices by stations which promote its identification with neighboring communities or with regions.

The Commission asked that comments be addressed to the following questions:

(1) Would it be in the public interest to permit a television station to serve and identify itself with more than two "principal" communities?

(2) Should permission to maintain a second main studio and indentify a station with two communities be granted by the Commission only after a determination in each case that a sufficient community of interest exists to justify the authorization?

(3) What criteria should govern a determination in each case concerning the existence of a sufficient community of interest?

(4) Should a television station authorized to build and operate a second main studio and identify itself with a second "principal" community be required to originate some minimum percentage—such as 35%—of its local live programs (calculated by duration) from each of its main studios?

(5) What provision should be made for crediting local live programs originating from remote points to the appropriate studio?

(6) Should station identification with both "principal" communities be authorized and required?

The Commission also asked for suggestions on situations where the main studio is located on the boundary of two hyphenated cities (understood to involve Minneapolis-St. Paul).

FCC Travel Bill Reported Out

THE House last week passed a supplement appropriations bill for fiscal 1956 (HR 10,004) which carries an increase in the FCC's travel expenses from $65,000 to $94,000. The measure now goes to the Senate.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 13

Bristol, Va.-Tenn., ch. 5; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Redding, Calif., ch. 7; Caguas, P. R., ch. 11.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 10

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.

Supreme Court Review Sought In Beaumont Ch. 6 Decision

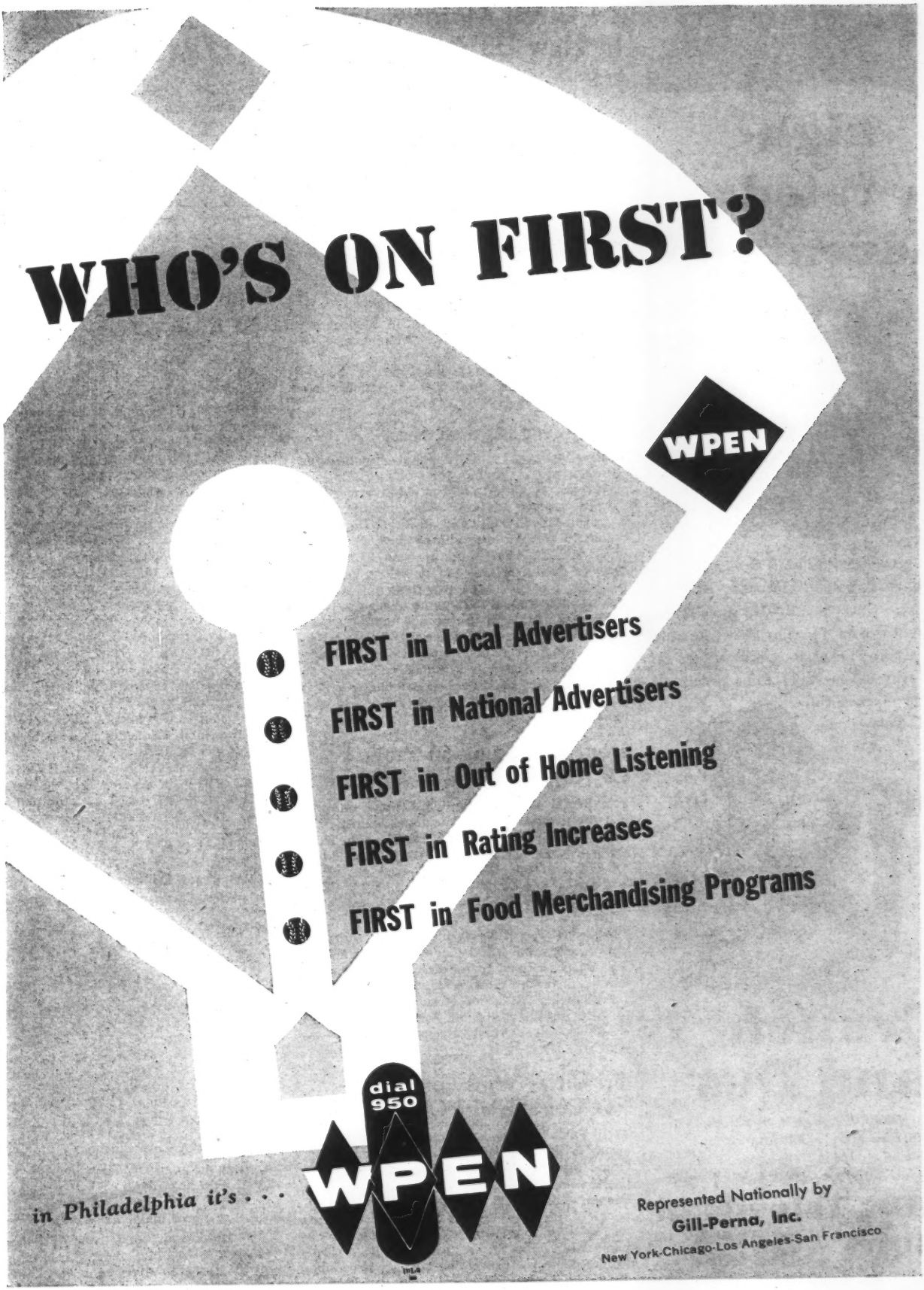
THE U. S. Supreme Court has been asked to take a look at the Beaumont, Tex., ch. 6 decision. The request was made by the Beaumont Broadcasting Corp. (KFDM Beaumont), successful grantee of the vhf facility, which seeks to have a December 1955 appellate court ruling reversed.

Subject of the petition for writ of *certiorari* is the majority opinion of the Court of Appeals in Washington remanding the Beaumont case to the FCC [B•T, Jan 2]. The lower court held that the Commission should take into account the prospective change in ownership of the tv outlet. Circuit Judge John A. Danaher dissented to this view.

Involved is the option agreement made between Beaumont Broadcasting Corp. and W. P. Hobby (KPRC-AM-FM-TV-*Houston Post*), which would give Mr. Hobby 32.5% ownership of the tv outlet. This came about after the final decision was issued by the FCC in August 1954, but while a plea for reconsideration by KRIC-*Beaumont Enterprise* and *Journal* was pending before the FCC. Previously Mr. Hobby held an option to acquire 35% of KTRM Beaumont, the third applicant for the ch. 6 grant. KTRM dropped out of the race following the Beaumont Broadcasting-Hobby agreement. It was paid $55,000 by Beaumont Broadcasting (loaned by Mr. Hobby to Beaumont Broadcasting Corp.) for out-of-pocket expenses.

Basic question for the Supreme Court, Beaumont Broadcasting Corp. said, was whether the lower court went too far in considering other questions once it found that the FCC's final decision was correct. "If not," it asked, "is there any time in point of procedure when the court's jurisdiction does terminate?"

This is the third request to the Supreme Court for a review of a television case. The others involve Tampa-St. Petersburg, Fla., ch. 8 and Petersburg, Va., ch. 8. The Florida writ was submitted by WTSP-*St. Petersburg Times* against the FCC's grant to WFLA-*Tampa Times*. The Virginia writ was submitted by WSSV Petersburg against the Commission's decision in favor of what is now WXEX-TV Petersburg. Both FCC grants were upheld by the lower court [B•T, March 12].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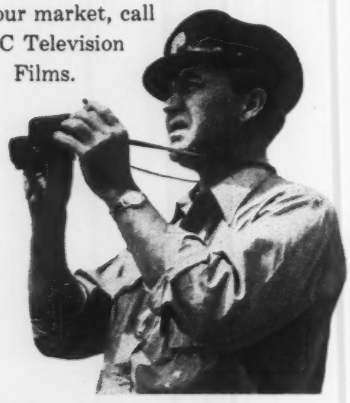
FIRST in Local Advertisers
FIRST in National Advertisers
FIRST in Out of Home Listening
FIRST in Rating Increases
FIRST in Food Merchandising Programs
dial 950
WPEN
in Philadelphia it's . . .
Represented Nationally by
Gill-Perna, Inc.
New York-Chicago-Los Angeles-San Francisco

high-rated adventure

Always a great favorite with the 11,750,000 weekly readers of the Saturday Evening Post – CRUNCH AND DES have really caught fire on TV. The show, starring Forrest Tucker, is already signed up in over 100 markets. For availability in your market, call NBC Television Films.



Crunch and Des

663 Fifth Avenue in New York,
Merchandise Mart in Chicago,
Sunset & Vine in Hollywood.
In Canada: RCA Victor Company, Ltd., Toronto.

NBC Television Films

Programs for All Stations – All Sponsors

A DIVISION OF KAGRAN CORPORATION

Tv Given Major Role In New USIA Planning

PLANS are for tv to become one of the U. S. Information Agency's "regular major media," according to testimony by USIA Director Theodore C. Streibert before the House Appropriations Committee. The committee published the February USIA budget hearings last week.

Most of the proposed $6,669,490 increase in USIA's broadcasting and tv activities would go for television—an increase of about $4.4 million in that medium for a total of about $5.2 million, compared with about $900,000 for fiscal 1956.

The proposed increase in USIA's total budget is from $87.4 million to $135 million—with broadcasting and tv program activities.

Mr. Streibert said the boost in tv program funds was "in line with the development of it in foreign countries."

USIA's total broadcasting and tv budget would be increased from $17,478,510 in 1956 to $24,148,000 in 1957.

Will Use Local Stations

Mr. Streibert said proposed broadcasting increases of $1.5 million for Voice of America and other activities are for additional "Iron Curtain country language time and for facilities operations." He noted all direct shortwave broadcasts to Western Europe have been curtailed and VOA programs are relayed to local network facilities there so the public in those countries can hear the programs on stations they are accustomed to listening to regularly.

Mr. Streibert said the limited number of tv sets in the countries USIA wants to reach belong to the most influential people—the opinion leaders. "We feel it is a highly selective audience and a very good one for our purposes."

The committee's USIA budget bill is expected to come out shortly.

Hearing Begins on Protest Of ABC-TV Feed to Tijuana

HEARING got underway last week on protests by two San Diego tv stations against FCC approval of live program transmission from ABC-TV to ch. 6 XETV (TV) Tijuana, Mex. Objecting to the live-program feed are ch. 8 KFMB-TV and ch. 10 KFSD-TV. XETV (TV) becomes an ABC-TV affiliate, effective April 5 [B•T, March 5].

Sessions were held last Monday, Thursday and Friday and will be continued this week. The parties agreed to the acceptance of stipulations, in lieu of direct testimony, from Ernest Lee Jahncke, ABC vice president and assistant to ABC President Robert Kintner, and Julian Kaufman, vice president-general manager of XETV.

Tri-Cities Wins Grant For Canton Uhf Ch. 29

THE FCC last week announced its final decision in the battle for uhf ch. 29 at Canton, Ohio, favoring, as did a hearing examiner's initial decision, Tri-Cities Telecasting Inc. The Commission action denied the competing application of Stark Television Corp. and dismissed a third applicant, Brush-Moore Newspapers Inc., for failure to prosecute. Brush-Moore filed no exceptions to the November 1954 initial decision which recommended Tri-Cities for the grant.

As between the two remaining applicants, the FCC found Tri-Cities superior in areas of civic participation, diversification of business interests and mass communications media and —by a narrow margin—programming proposals. Stark Tv Corp. (WCMW Canton) was accorded preference in past broadcast experience.

Tri-Cities' strongest preference point, the Commission found, was the greater civic participation of its principals. Although the proposals of both applicants were judged to be equal in overall programming balance, Tri-Cities received a slight preference because of its educational program plans. Stark's educational proposals were less likely to be carried out, the FCC decided.

FCC Gets 15-Year KOB Case Ready for Hearing—Almost

MORE than 30 pleadings, plus eight requests for postponement of the scheduled hearing, in the 15-year-old KOB Albuquerque, N. M., 770 kc case were cleaned up by the FCC last week.

But, by week's end, a dozen new pleadings had come in. They must be wiped off the books before the hearing can get underway.

KOB has been operating on 770 kc since 1941 under an FCC special service authorization. It originally was granted 1180 kc, but due to a U. S.-Mexican treaty was moved to 1030 kc. It was then moved temporarily to 770 kc. Both 1030 kc and 770 kc are clear channels—Class 1-B WBZ Boston for the former and Class 1-A WABC New York for the latter. ABC has for years attempted to force the FCC to move KOB off its frequency.

Among the actions taken last week were the following denials: (1) Request for oral argument by Westinghouse Broadcasting Co. (WBZ owner); (2) Appeal by KXA Seattle, Wash. (770 kc) that its application for power boost be removed from pending file and consolidated in KOB proceeding; (3) ABC request that channels other than 770 kc and 1030 kc be included in hearing and that KOB be ordered to return immediately to 1030 kc.

Granted were: (1) Request of KWBU Corpus Christi (1030 kc) to intervene in proceeding; (2) Move by WBC that it be permitted to make specific showings regarding skywave signal intensities.

FCC also issued show cause order directed at KWBU, looking to making it a daytime-only station (it now has 50 kw daytime, limited to sunrise Boston, sunset Corpus Christi), with directional protection to KOB if latter is moved back to 1030 kc.

Examiner Asks Withdrawal Of Am Grant in Tifton, Ga.

AN FCC hearing examiner last week recommended that the FCC overturn its no-hearing grant to WTIF Tifton, Ga. (1570 kc, 1 kw day). The recommendation came in an initial decision by Examiner Hugh B. Hutchison, acting on a protest against the grant filed by WWGS Tifton (1340 kc, 250 w unlimited).

Although WWGS' protest was based mainly on economic injury, which allegedly would be caused by a second Tifton station, Mr. Hutchison found that WWGS failed to sustain its burden of proof under those issues.

Mr. Hutchison found that WTIF had failed to prove, as required under the hearing issues, that its programming proposals were more than "paper" ones, that they were designed to serve the needs of the Tifton area. Mr. Hutchison also found WTIF principals were "lacking in candor" in their dealings with the FCC with respect to program and construction plans.

WITH ANY KEY AT ALL *Florian ZaBach*

OPENS THE DOOR TO

SAN FRANCISCO BUYING POWER

New to San Francisco television, Florian ZaBach plays his violin with a power new to bow and strings... *selling* power.

A nationwide sensation, ZaBach with his daily half-hour on KPIX, 10 to 10:30 a.m., reaches women in a buying mood with *selling* music.

It's a great show with a great band, outstanding dance routines and captivating music, and it's available in San Francisco on a participating basis at amazingly low cost. See your Katz man for full details or contact Lou Simon at KPIX, PRospect 6-5100.

NO SELLING CAMPAIGN IN SAN FRANCISCO IS COMPLETE WITHOUT THE WBC STATION...

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WESTINGHOUSE BROADCASTING COMPANY, INC.

SAN FRANCISCO, CALIFORNIA

Represented by the Katz Agency

in Los Angeles
ELECT 7
to carry your campaign

The Record?

KING COLE MARKETS
report sales increases
up to 750% on...
CHANNEL 7
MERCHANDISED
PRODUCTS

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"...one of the
finest evidences of
merchandising by a
television station
that we have ever
been a part of."
PAXTON & GALLAGHER
agency for
Butternut Coffee

The Platform?
.... wire or write

CHANNEL 7 KABC-TV
the station with life

Represented by
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FCC Holds Second Huddle On Allocations Problem

SECOND "go-round" in the FCC's television allocations review took place last Tuesday. Some Commission quarters reported "progress," but consensus of most reports was that discussions are still in formative stages with no clear-cut patterns yet emerging.

The meeting took place with two commissioners absent—Robert T. Bartley and Robert E. Lee. In contrast with first meeting [B•T, March 19], last week's session occupied only morning hours.

However, commissioners have been doing "homework" on their own. At least two commissioners (John C. Doerfer and Bartley) have easel-mounted maps of the U. S. in their offices, with various potential reallocations marked out on overlays. Circles are based on 50-mile radii.

Once again some suggestions were made and explored regarding the acquisition of additional vhf channels from other services.

At the same time, the possibility loomed that some of the 152-162 mc band may be allocated for short range, mobile fm maritime radiotelephony use. This was inferred from a March 22 State Dept. notice to the International Telecommunications Union referring to a Baltic and North Sea Radiotelephone conference held in Sweden last year. Some suggestions have been made that the FCC use this band, or parts of it, for an additional tv frequency.

Comr. Doerfer's recommendation that tv stations be forbidden to affiliate with more than one network [B•T, March 12, 5] was re-examined by the Commission at last Wednesday's regular meeting. The proposal was seconded by Comr. Robert E. Lee, but the other commissioners failed to support the measure, asking for more time to study the proposal. Technically, it is still before the FCC.

4th Elmira Ch. 9 Applicant: Television Assoc. of Elmira

FOURTH APPLICATION for drop-in ch. 9 at Elmira, N. Y., was filed with the FCC last week. Latest applicant is Television Assoc. of Elmira Inc., which plans 250 kw visual power from antenna 1,082 ft. above average terrain. Tv Assoc. estimates construction costs at $614,487 and first year operation expenses at $487,476. Expected revenue was set at $623,579.

Tv Assoc. principals holding broadcast interests are John S. Riggs (10%), president-28.6% owner of WELM Elmira and president-50% owner of KVOR Colorado Springs, Colo., and WAIR-AM-FM Winston-Salem, N. C.; John M. McLeod (7%), 7.14% owner of WELM; J. Fred Schoellkopf IV (20%), 7.2% owner of WGR-AM-TV Buffalo; Keith W. Horton (2%), 7.14% owner of WELM, and Paul A. Schoellkopf Jr. (20%), 7.5% owner of WGR-AM-TV.

Others in line for the ch. 9 facility are the *Elmira Star-Gazette* (Gannett newspaper interests), Veterans Broadcasting Co., Rochester, N. Y. (WVET-TV), which shares time on ch. 10 there with WHEC-TV, and WTVE (TV), presently operating on ch. 24 in Elmira.

MBS Affiliation Plans Win Initial Decision in Montana

PROPOSAL to affiliate with MBS should its application for a new am station at Wolf Point, Mont., be granted was one of the deciding factors in an FCC hearing examiner's initial decision, issued last week, favoring Hi-Line Broadcasting Co. for the grant (1490 kc, 250 w unlimited). In his decision, FCC Hearing Examiner Herbert Sharfman recommended denial of the competing application of Wolf Point Broadcasting Co., for the same facilities.

Mr. Sharfman found Hi-Line (principals own KGCX Sidney, Mont., newspaper interests) superior in local ownership, civic participation and—because of a planned MBS affiliation—program proposals. In giving Hi-Line the preference in programming, Mr. Sharfman said the area to be served was more in need of combination network-local shows than an "exclusive diet of local programs." The examiner found Wolf Point Broadcasting (principals own KEYZ Williston, Mont., KLTZ Glasgow, Mont.) to be preferred in areas of discussion programs and broadcast experience, although the latter was all but offset by the diversified business backgrounds of Hi-Line principals. Any advantages accruing to Wolf Point Broadcasting through the more extensive media interests of Hi-Line were abated by Hi-Line pronounced superiority in other areas, Mr. Sharfman ruled.

FCC Team to Explore Private Relay Problem

A SPECIAL three-commissioner committee was established last week to iron out differences of opinion regarding the establishment of privately owned intercity relays to bring network programs to tv stations.

Named as a Commission subcommittee to look into the matter were Comrs. Robert T. Bartley, John C. Doerfer and Richard A. Mack. It was understood that they were asked to work out a recommendation within 30 days.

Last week's move was the latest in the rule-making proceeding proposed in the fall of 1954. The original proposal suggested that tv stations in "remote areas" be permitted to install their own private relays to bring network programs to their viewers. This was to be allowed on the premise that common carrier facilities were not and would not be available or were too expensive.

A flood of comments from tv stations supported the proposed rule revision. They were mostly based on the fact that private relays could be built and operated at considerably less expense than those operated by common carriers. AT&T offered a new service—off-the-air pickup relay—at a tariff that was said to offer the possibility of a 50% reduction, depending on distance, on the charge for regular interconnection service.

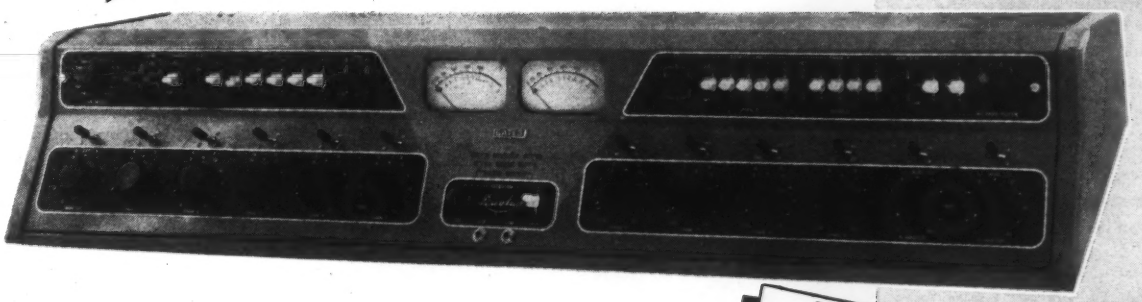
Under present policies, common carrier facilities must be used if available. Where a common carrier service is not available, tv stations have been given permission to install their own relay facilities, but warned that short-term amortization should be utilized, since the independent relay may have to be suspended when the common carrier facility becomes available.

Radio Denver Seeks Approval For $300,000 KTLN Purchase

APPLICATION for FCC approval of the sale of KTLN Denver by Leonard Coe to Radio Denver Inc. for $300,000 was filed with the FCC last week.

Among the principals of Radio Denver are Colorado Gov. Edwin C. Johnson (former Democratic senator) and former Sen. Burton K. Wheeler (D-Mont.), now in private law practice in Washington. Others are Robert L. Howsam, Gov. Johnson's son-in-law and owner of the Denver Bears baseball team, Richard B. and John L. Wheeler. Gov. Johnson and Mr. Howsam each owns 16.67%, the Wheeler family the remaining 66 2/3%. Richard B. Wheeler, former general manager of now dark ch.

GATES 1956 Audio's FINEST Year



What a marvelous year this will be for those lucky broadcasters who own and operate one of these two new Gates audio consoles. A year when Gates engineering . . . Gates progressive design . . . Gates workmanship have all produced in magnanimous form.

Indeed, this is a year when Gates equipment has become more economical . . . more practical . . . more generous in quality than ever before and these two 1956 Gates speech input consoles we know you will agree, make this . . . *audio's finest year.*

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS

- GATES DUALUX — big dual channel console provides more facilities than ever before offered, including inbuilt cue-intrcom system and variable equalizer. Illustrated above.

- GATESWAY — modern low and wide styling combined with functional design offers the year's finest single channel audio console, including cue-intercom and variable equalizer. Pictured below.

OFFICES — NEW YORK - WASHINGTON, D. C. - LOS ANGELES - HOUSTON ATLANTA

35 WTRI (TV) Albany, N. Y., and before that general sales manager of WTOP Washington, is president of Radio Denver.

Both Gov. Johnson and the elder Mr. Wheeler headed the Senate Interstate & Foreign Commerce Committee (which has jurisdiction over radio and tv) when they were senators. Gov. Johnson served from 1936 to 1954; Mr. Wheeler, from 1922 to 1946.

Agreement with Mr. Coe, 100% owner of KTLN, includes a $50,000 emolument for agreeing not to compete in Denver for four years. Non-affiliated KTLN operates on 1280 kc with 5 kw.

Haas Will Be Questioned In Seattle Ch. 7 Hearing

FURTHER HEARING on the Seattle, Wash., ch. 7 case has been scheduled for April 9 and will be limited to cross examination of Saul Haas, president of Queen City Broadcasting Co., on his activities as editor and part owner of the *Seattle Record* during the '20s.

Ground rules for the hearing were established at a conference before FCC Hearing Examiner Thomas H. Donahue, who in an April 1955 initial decision favored Queen City for the grant and recommended denial of the applications of KXA Seattle and Puget Sound Broadcasting Co. A fortnight ago the FCC remanded the case to Mr. Donahue to permit inquiry into Mr. Haas' newspaper activities [B•T, March 19].

Late Protest to KNAC-TV Sale Attacked in Oral Argument

LATE APPEARANCE of a Ft. Smith, Ark., citizen's group protesting the sale of prospective ch. 5 KNAC-TV there came under fire before the FCC last week during oral argument on the group's petition to reopen the hearing record. FCC Hearing Examiner Basil P. Cooper recommended last October that the FCC approve an application to assign KNAC-TV's construction permit from American Tv Co. to Southwestern Publishing Co. (Donald W. Reynolds). Early this month the "Citizens Group for Two Television Stations in Ft. Smith" voiced objections to the sale and asked to be heard.

The citizen's group, which described itself as representing certain local businessmen, said the assignment would leave Ft. Smith with only one tv outlet and promote monopoly. Southwestern publishes the only daily Ft. Smith newspapers (morning *Southwest American* and afternoon *Times Record*) and owns, through a subsidiary, ch. 22 KFSA-TV Ft. Smith, on the air since 1953.

J. Roger Wollenberg represented Southwestern, David Stevens, the citizen's group, Leonard Marks, American Tv Co., and Robert J. Rawson, the FCC's Broadcast Bureau.

FCC Grants Sacramento Uhf

A NEW tv station, to operate on ch. 46 at Sacramento, Calif., was granted by the FCC last week to Capitol Radio Enterprises (KGMS-AM-FM Sacramento). Capitol's proposal calls for 19.1 kw visual power with antenna 300 ft. above average terrain. The proposed station plans to spend $105,015 for construction, $180,000 for first year operation, and expects first year revenue of $200,000. Capitol principals are equal partners Irving J. Schwartz, William S. George and John Matranga.

WDSU-TV Fires Employe For Refusal to Testify

Program Director Herman Liveright dismissed by New Orleans station after refusing to answer Senate committee on questions of alleged Communist activities.

PROGRAM DIRECTOR Herman Liveright, 44, of WDSU-TV New Orleans, was fired from the station Tuesday for refusal to answer questions about alleged Communist activities put to him Monday by the Senate Internal Security subcommittee.

Edgar B. Stern Jr., president of WDSU Broadcasting Corp., said Mr. Liveright's dismissal was "effective immediately." Mr. Liveright, during questioning in Washington by Sen. James O. Eastland (D-Miss.), chairman of the subcommittee, refused to answer questions about alleged Red activities on grounds senators "have no right to probe into my political beliefs, personal and private affairs and associational activities." Mr. Liveright did not plead the Fifth Amendment.

Mr. Stern said the program director's dismissal "is the result of his refusal to answer certain questions regarding alleged Communist activities put to him by Sen. Eastland, chairman of the Subcommittee on Internal Security of the Senate, during his appearance before that committee.

"Whatever the facts may be in regard to Mr. Liveright, we have never and will never knowingly employ a known Communist. Under no circumstances will we continue in our employ any individual who refuses to answer any question asked him by a committee of the United States Senate, or any other constituted legislative committee."

After the Monday hearing, Mr. Liveright had told reporters he hoped he would be retained by WDSU-TV. He said the station had been the target of criticism from certain pro-segregation quarters for its "impartial" stand on the racial segregation issue. Sen. Eastland is considered to be a leader among a group of southern congressmen who are lined up against a U. S. Supreme Court decision prohibiting racial segregation in schools.

The program director said he was making no charges that he had been called before the Senate committee because of WDSU-TV's impartiality and "loyalty" to its Negro audience, but that this was a "distant possibility."

Mr. Liveright refused to answer questions by Sen. Eastland as to whether he or his wife had belonged to the Communist Party, had gone South on a secret mission for the party, had held meetings of a New Orleans Communist "cell" in his home there, had given money to the Communist Party, or had attempted to rent a post office box in White Plains, N. Y., for Ethel and Julius Rosenberg, who were convicted and executed as spies.

He had been program director of WDSU-TV about a year and for the preceding two years was a tv director at the same station. He said he was a tv director with WABC-TV New York from about 1950-52 and from about 1948-50 was a program assistant at WABC-TV.

Mr. Liveright, son of the late publisher, Horace Liveright, said he also had worked with Joseph Gaer & Assoc., a New York publishing firm, and was with Paramount Pictures from about 1936 to 1948.

Sen. Eastland said he will ask that Mr. Liveright be cited for contempt of the Senate.

Mr. Stern announced Wednesday that he had a telephone conversation with Sen. Eastland, then in Mississippi, and that Sen. Eastland told him the station itself was not a subject of investigation.

WQXR Power to 50 Kw

WQXR New York last Monday began broadcasting with 50 kw from a new Westinghouse transmitter installed at Maspeth, Queens. The change-over from 10 kw was promoted through posters in 380 railroad and bus terminals, advertisements in trade publications and 25 daily newspapers and on-the-air announcements.

Hess Buys WLCO Eustis, Fla.

WLCO Eustis, Fla., has been purchased by Floyd W. (Bill) Hess, former manager of WPMP Pascagoula, Miss., for $35,000 plus other considerations from Reggie B. Martin and S. A. Shikany. The sale is subject to usual FCC approval. Paul H. Chapman Co., Atlanta, was the broker.

WTAR Norfolk, Va., has put in operation a new $22,000 am transmitter with a new $6,000 auxiliary, both features of a $1 million expansion program which brought improved facilities to WTAR and its sister stations, WTAR-FM and WTAR-TV. Making a final check are (l to r) John Peffer, assistant general manager; Campbell Arnoux, general manager; Bob Lambe, general sales manager, Jack Black, radio sales manager, and Dick Lindell, chief engineer.

PEOPLES BROADCASTING Co. station managers met with President Herbert E. Evans (seated) in Columbus, Ohio, and heard a report that January-February sales were the highest since the company acquired its first station in August 1946. Local sales for the two months were up 67% over the same period last year; national sales up 74%, while network sales were down slightly over 50%. Mr. Evans stated that evening classical music (daily) on WGAR-FM Cleveland is completely sold out for the next 13 weeks. Managers attending were (l to r) Fred Walker, WTTM Trenton, N. J.; A. G. Ferrise, WMMN Fairmont, W. Va.; J. D. Bradshaw, WRFD Worthington, Ohio, and Carl E. George, WGAR-AM-FM Cleveland.

Plough Broadcasting Adds WCAO-AM-FM to Station List

SALE of WCAO-AM-FM Baltimore, Md., by J. Waters Milbourne and associates to Plough Broadcasting Co. (a subsidiary of Plough Inc., pharmaceutical house) was announced Friday. Price was not given but was unofficially reported to be between $550,000 and $600,000. Purchase is subject to usual FCC approval.

Mr. Milbourne said the sale had been approved by the directors of Monumental Radio Co., current licensee, and would be submitted for approval at a special stockholders meeting April 3.

WCAO began operating in 1922 and is affiliated with CBS. It operates on 600 kc with 5 kw.

Plough also owns WMPS Memphis and WJJD Chicago and plans to acquire seven stations operating in metropolitan areas of over 500,000 population, the announcement said. Plough Inc. manufactures St. Joseph aspirin, Mexsana medical powder and other drug products.

The Baltimore outlets will be managed by Harold Burke, former general manager of WBAL Baltimore and former vice president-general manager of now dark ch. 58 WRTV (TV) Asbury Park, N. J. No other personnel changes are planned, it was reported. Harold Krelstein is Plough Inc. vice president in charge of radio operations.

George BarenBragge Named WIRI (TV) General Manager

GEORGE BARENBRAGGE, manager of WABD (TV) New York since 1954, has been named general manager of WIRI (TV) Plattsburgh, N. Y., Wayne Rollins, president of Rollins Broadcasting Co., said last week.

MR. BARENBRAGGE

Mr. BarenBragge will assume his duties with FCC approval of a proposed change of ownership from Great Northern Television Inc., Lake Placid, N. Y., to the Rollins group. Before he joined WABD (TV) New York several years ago, Mr. BarenBragge was with KDKA-TV Pittsburgh as sales manager and as account executive with WJAS and KQV, also Pittsburgh.

Sawyer Seeks Governorship

THOMAS B. SAWYER, of WIST Charlotte, N. C., sales department, has taken a temporary leave of absence until May 26 to run in the Democratic primary for governor of North Carolina. At one time Mr. Sawyer, 38, was president of WSSB Durham, N. C., and has been associated with WBIG Greensboro, N. C. Mr. Sawyer is presently on a two-week tour of duty as an Army Reserve major with the Pentagon's radio and television branch.

South Bend Dedication Set

WSBT-AM-TV South Bend, Ind., will hold ceremonies dedicating its new Broadcast Center Building April 12, just prior to the annual NARTB convention. The *South Bend Tribune* stations last week announced formally the move of its offices and studios to the center at 300 W. Jefferson Blvd., effective March 15. Ceremonies will be attended by FCC Comr. Rosel Hyde, Jack L. Van Volkenburg, CBS-TV president, and members of the Indiana Broadcasters Assn.

Biscayne Starts Ch. 7 Building With Target Date of June

WCKT (TV) Miami, Fla., has started construction of its transmitter building 14 miles north of Miami on Route 441, with studio facilities for the new ch. 7 outlet to be located at the present site of WIOD Miami's transmitter. WCKT received its FCC grant Jan. 19 [B•T, Jan. 23], and plans to go on the air the last of June.

Grantee is Biscayne Television Corp., whose president and general manager is Niles Trammell, former president and board chairman of NBC. Other WCKT executives are James M. LeGate, general manager, WIOD Miami, manager; Robert L. Fidlar, sales manager, WIOD, sales manager; Charles L. Kelly, general manager, WSUN-AM-TV St. Petersburg, Fla., operations manager, and M. C. Scott, chief engineer, WIOD, chief engineer.

I.D. MACVICAR, chairman of the board, Dade County commissioners, turns first shovel of dirt for WCKT (TV) Miami's new studio and office building. Also taking part in the proceedings are (l to r) James M. LeGate, WIOD Miami general manger, who will become manager of WCKT; Niles Trammell, president-general manager, Biscayne Television Corp., and former president and board chairman of NBC; Harold Spaet, Miami Beach councilman, and Owen Uridge, who will replace Mr. LeGate as WIOD general manager.

Attack on Radio, Television Heaviest Yet, Says WBC V.P.

RADIO AND TV are "under heavier attack today from more potent forces than ever before . . . and these attacks are as complex and varied as the sources of pressures," according to Rolland V. Tooke, Westinghouse Broadcasting Co. vice president in charge of KYW-AM-FM-TV Cleveland. Mr. Tooke made this statement in an address last week before the Cleveland Sales Executives Club.

"There are many reasons," said Mr. Tooke, "why broadcasting catches the brunt of the blame. Much of it, I believe, lies in the tremendous impact of the medium itself—which contrary to many other forms of advertising, cannot be skimmed through."

In calling for a tightening of advertising standards by radio and television stations, the Westinghouse vice president called for the support of advertisers and agencies "for the understanding we need to keep our house clean."

KGHM Brookfield, Mo., Goes on Air as Daytimer

FEATURING a music, news and sports format, KGHM Brookfield, Mo., is now on the air with 500 w at 1470 kc. The daytime only independent outlet is owned by the Green Hills Broadcasting Co.

Executives of the station include Herb Noyes, general manager; Bernie D. Gress, program director-sales manager-sports director; Bob Breeding, chief engineer, and Joan Cleveland, office manager-women's director.

Bulletins Pay Off

A NEW IDEA in radio commercials—whereby important national political bulletins are sponsored by an advertiser—is being claimed by KTLD Tallulah, La.

Southern National Bank of that community sponsored the bulletin on President Eisenhower's announcement last month that he will be a candidate for re-election and, according to KTLD General Manager Si Willing, the bank "was so pleased with the presentation that it has signed to sponsor this summer bulletins on announcements by both national political parties of their candidates for the presidency and vice presidency."

again WFBC-TV Swamps Competition in Carolina 5-County* Pulse Survey

AREA PULSE SURVEY OF TELEVISION AUDIENCE (5 Counties)
SHARE OF TELEVISION AUDIENCE DECEMBER 4-10, 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	35.7%	48%	24%	15%	8%	4%
6:00 P.M.-Midnight	51.3%	55%	23%	16%	2%	4%
MON. THRU FRI.						
7:00 A.M.-12:00 Noon	13.2%	64%	36%	0%	0%	0%
12:00 Noon-6:00 P.M.	25.5%	61%	21%	15%	3%	0%
6:00 P.M.-Midnight	46.0%	56%	18%	17%	3%	6%
SATURDAY						
10:00-12:00 Noon	32.5%	70%	30%	0%	0%	0%
12:00 Noon-6:00 P.M.	27.3%	51%	31%	12%	2%	4%
6:00 P.M.-Midnight	54.6%	58%	16%	15%	6%	5%

*The five counties are Greenville, Anderson, Greenwood, and Spartanburg, S. C., and Buncombe (Asheville), N. C. . . . counties with Population of 600,700; Incomes of $783,086,000; and Retail Sales of $519,931,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative.

"The Giant of Southern Skies"

NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by
WEED TELEVISION CORP.

WBBM-TV Chicago Completes Transfer to New Quarters

WBBM-TV Chicago, owned and operated by CBS, was scheduled yesterday (Sunday) to complete the transfer of most of its operations from the State-Lake Bldg. to new quarters in the Chicago Arena.

Construction work on two studios for live originations has been completed in the arena, now being reconverted at a cost of approximately $5 million to house all WBBM-AM-TV operations eventually.

WBBM Radio operations and overall CBS Chicago executive operations will remain in the Wrigley Bldg., probably until late this year or early in 1957. The Chicago Arena will be used for network originations as well.

WBKB (TV), owned and operated by ABC, plans to return to the State-Lake Bldg., 190 N. State St., its original headquarters.

C. O. Chatterton Dies; KYOS Management Changes

MANAGEMENT of KYOS Merced, Calif., is presently under the supervision of Mrs. Florence Chatterton and Sales Manager Bob Garret, the station announced last week following the death of President C. O. Chatterton Feb. 28 after a long illness. Mr. Chatterton, 64, was partner with Glen M. McCormick in ownership of KYOS and formerly owned KWLK Longview, Wash. Mr. Chatterton at one time had been manager of KGW and KEX Portland under the *Portland Oregonian* ownership of those stations. Besides Mrs. Chatterton, he is survived by two daughters, Betty and Mrs. G. C. Fletcher. Mr. McCormick also owns KSLM Salem, Ore.

WEBR's Kirchhofer Dies

CARL G. KIRCHHOFER, commercial manager of WEBR Buffalo, N. Y., died March 20 in Buffalo. Mr. Kirchhofer, 60, had been affiliated with WEBR since 1938. A brother, Alfred H. Kirchhofer, managing editor of the *Buffalo Evening News*, is vice president of WBEN, also in Buffalo.

WSOC Covers Hearing

COMPLETE live coverage of the House Un-American Activities coverage hearings conducted March 11-13 in Charlotte, N. C., was provided by WSOC Charlotte. A taped version of the coverage was provided the FBI for use in determining further action against alleged Communist witnesses. Rep. Francis E. Walter (R-Pa.), committee chairman, commended WSOC for its coverage.

Governors Discuss KMA Plan To Aid Hog, Cattle Farmers

MOVEMENT to raise a $5-10 million advertising fund for hog and cattle producers, initiated by KMA Shenendoah, Iowa, as a public service campaign to curb declining farm prices, was launched at the state gubernatorial level last week.

Once an organization is set up to administer the fund, its advertising activities would be comparable to those of the Florida Citrus Commission, American Dairy Assn., Washington Apple Growers and similar groups, it was pointed out.

KMA started on-the-air saturation chainbreak spots last Feb. 7 to promote increased consumption of meat, eggs, poultry, milk and other protein foods. As of March 7 it has broadcast 819 spots, an average of nearly 27 announcements per day.

Merrill Langfitt, KMA farm service director, is credited with conceiving the idea of a "check-off" system under which farmers would withhold 10 cents on all cattle and 5 cents on hogs, looking toward creation of a fund to advertise their products and spur demand for them. Collections would be made in centrally located markets.

Iowa Gov. Leo Hoegh and Nebraska Gov. Victor Anderson met with Mr. Langfitt and livestock representatives of 19 states to discuss the proposal.

Anthony J. Koelker, station manager of KMA, described livestock producers as "unanimously" in favor of the plan intended to be national in scope.

Tierney, WCHS-AM-TV Head Dies in Boston Hospital

LEWIS CLARK TIERNEY, president of the Tierney Co., which operates WCHS Charleston, W. Va., and president of WCHS-TV, same city, died in a Boston hospital March 18 after an illness of three months.

MR. TIERNEY

In addition to his posts in broadcasting, Mr. Tierney, 48, was president of two coal companies in Bluefield, W. Va. At the time of his death he was serving as state volunteer chairman of the Defense Bonds Div. of the Treasury Dept., a post he had held since 1950.

Surviving are his wife, Mrs. Helen Scott Tierney, and two sons.

New AMA Group to Assure Radio-Tv Medical Accuracy

CREATION of a special advisory group of New York and Los Angeles physicians, designed to "help assure technical accuracy of medical information" nationally on radio-tv programs and motion pictures, was announced by the American Medical Assn. last week.

The committee will offer free assistance to the industry on live or film programs in the form of checking routine medical facts (during planning, producing or writing), reviewing complete scripts and arranging for on-the-set medical advisors during production of a tv or radio program, according to Dr. George F. Lull, AMA secretary and general manager.

The new Physicians Advisory Committee on Television, Radio & Motion Pictures will be headed by Dr. Robert W. Gentry, Pasadena, Calif., supervising the Los Angeles section (at 1925 Wilshire Blvd.) and Dr. Gerald D. Dorman, New York, who will handle requests from east coast producers and writers at 51 Madison Ave.

The unit will function under the general direction of Dr. Lull, with Dr. W. W. Bauer, director of AMA's Bureau of Health Education, among those serving in an ex-officio capacity.

KTTS-TV Increases Power

KTTS-TV Springfield, Mo., has increased its video power from 126 to 316 kw full power. The station, which celebrated its third birthday this month, is owned and operated by the Independence Broadcasting Co., and is represented nationally by Weed Television Corp.

WTVT (TV) Increases Rates

WTVT (TV) Tampa, Fla., last week announced an increase in rates to become effective with the station's first anniversary next Sunday, April 1. Rate Card No. 3 has a new $600 Class A hour as the base rate and shows increases across the board except for Class C time, according to the announcement.

KITE Ups Rates 22%

INCREASE averaging 22% in the rate card of KITE San Antonio, effective April 15, was announced last week by Charles W. Balthrope, president of the station. Basic hour rate had been $60, with $10 for single spot, before the increase. KITE and KITE-FM feature good music and local news.

Gleason Advertising Agency
NATIONAL ADVERTISING • MERCHANDISING
726 FISHER BUILDING • DETROIT 2, MICHIGAN

February 17, 1956

Mr. J. Sandison
Station WISN
540 N. Plankinton Avenue
Milwaukee, Wisconsin

Dear Mr. Sandison:

We recently received air checks of the Kretschmer Wheat Germ commercials on the 'Ann Leslie' and 'Jack Denton' Shows.

Denton handled the commercial very competently -- we have no criticisms.

However, we think the Ann Leslie commercial was outstanding. She integrated her commercial into the format so expertly that her listeners might be unaware that they were listening to a commercial - but rather to a convincing recommendation from Ann personally.

This is the type of salesmanship that has rung the cash register for Kretschmer Wheat Germ in other markets, and we will be surprised if it does not do the same in Milwaukee -- so, please ask Ann to keep up the good work.

Cordially yours,

GLEASON ADVERTISING AGENCY
Peggy Van Camp
Peggy Van Camp
Radio-TV

PVC:fc

FOR AVAILABILITIES
call, wire or write
WISN SALES or
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Basic ABC Affiliate
Milwaukee's First Station
1150 WISN Milwaukee

REPRESENTATIVE PEOPLE

Frank J. McNally, radio-tv account executive, The Branham Co., to Headley-Reed Co., N. Y., as radio account executive.

REPRESENTATIVE APPOINTMENT

WHCU Ithaca, N. Y., Cornell U. station, appoints Devney & Co., N. Y., national sales representative.

L. O. Fitzgibbons, vice president-general manager, WRRR Rockford, Ill., resigned effective June 1.

Bob Richards, radio sales representative, WMAL Washington, to WTOW Towson, Md., as station manager, effective April 1.

MR. RICHARDS

Phil Waters, formerly manager, KOOS Coos Bay, Ore., to KWIL Albany, Ore., as general manager.

Franklin R. Hoff, account executive, WNAE and WRRN (FM) Warren, Pa., to KSEW Sitka, Alaska, as commercial manager.

Carman S. Tubby, commercial manager, KSEW, named program director.

Alan Henry, manager, KXEL Waterloo-Cedar Rapids, Iowa, elected vice president of parent firm, Josh Higgins Bcstg. Co. **Ralph Vogel,** assistant farm director, WHO Des Moines, Iowa, to KXEL as farm director, and **George Patrick,** WSRS Cleveland, Ohio, to KXEL as disc jockey-announcer.

MR. HENRY

Vern Hendrickson, account executive, WMGM New York, named assistant director of sales.

Bruce Washburn, staff announcer, KVOO-TV Tulsa, Okla., and formerly station manager, KHOZ Harrison, Ark., named account executive at KVOO-TV, replacing **James S. Dugan,** to KOOL-TV Phoenix, Ariz., as sales manager.

MR. WASHBURN

Robert Whiteley, former assistant to vice president of Union Trust Co., Washington, to sales staff, WMAL Washington.

Grover Raymond Terrill of Florida, to WDBJ-TV Roanoke, Va., as account executive. **Leslie Esgate,** secretary to production manager, WDBJ-TV, appointed traffic director, succeeding **Betty Krebs,** resigned.

Earle S. Ferguson of Lakewood, Colo., 25-year radio veteran, to sales staff of KLAK Lakewood, Colo.

Hal Powell, formerly publicity director, WBT-AM-TV Charlotte, N. C., to WTAR-AM-FM-TV Norfolk, Va., as promotion manager. **Andy Roberts,** singer with Sauter-Finegan orchestra and network performer, to WTAR-TV for daily afternoon show.

James M. Gaines, vice president and general manager, WOAI-AM-TV San Antonio, Tex., father of twins, Ann Marshall and John Marshall, March 19.

MR. KLEIN

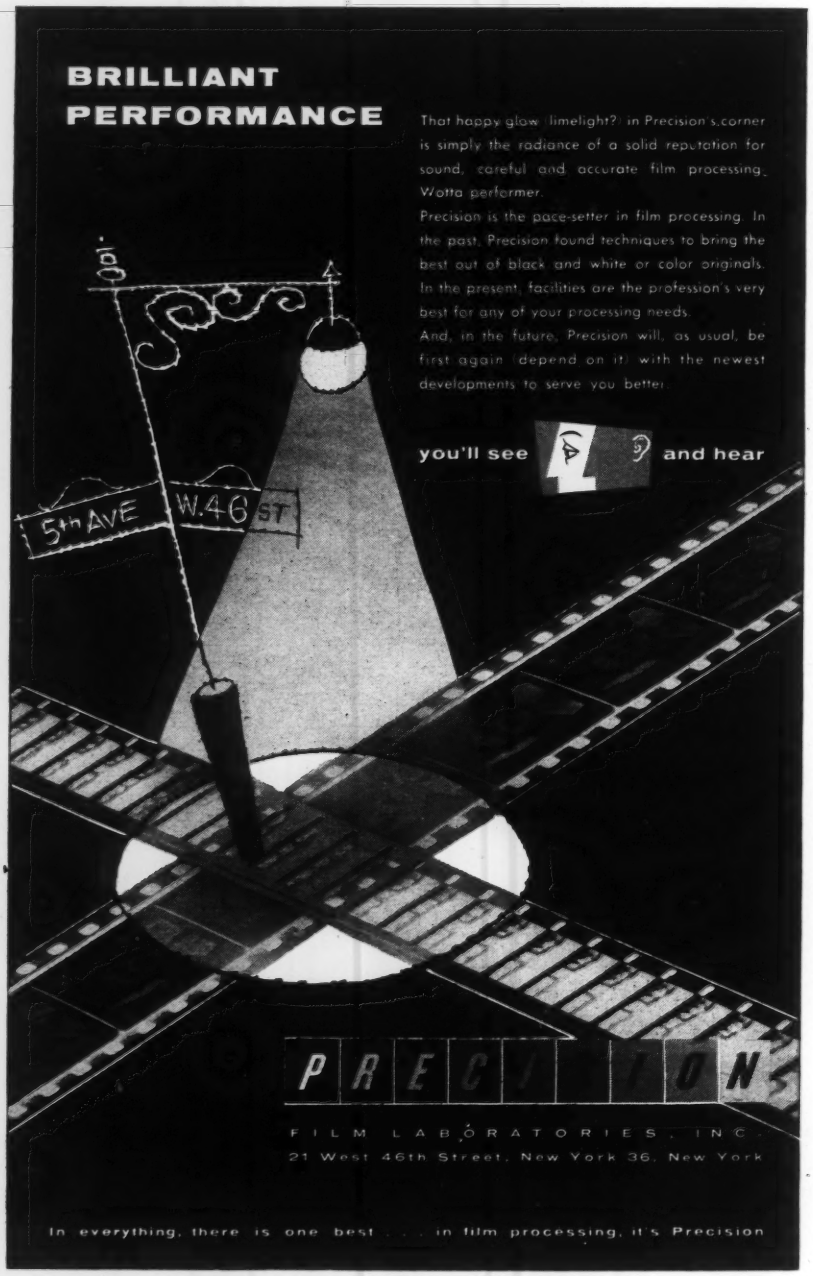
Bob Klein, general manager, KNGS Hanford, Calif., to KFRE Fresno, Calif., as national sales manager.

Joseph Given, chief announcer, WOV New York, resigned to devote full time to freelance broadcasting and film work.

George W. Cushing, news executive, WJR Detroit, appointed community projects director, WJBK-AM-FM-TV Detroit.

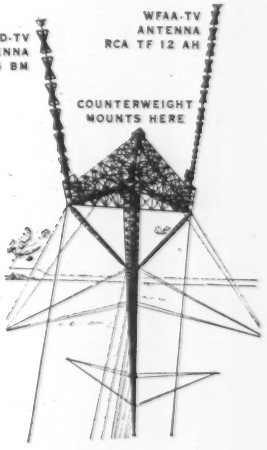
Ray Lapica, sales and research director, KBLA Burbank, Calif., to KPOL Los Angeles as administrative and sales consultant.

Gwen Daly, former winner of Jefferson Standard Foundation scholarship, named program traffic director, WBT Charlotte, N. C., Jefferson Standard Bcstg. Co. station.


BRILLIANT
PERFORMANCE
That happy glow (limelight?) in Precision's corner is simply the radiance of a solid reputation for sound, careful and accurate film processing. Watta performer.
Precision is the pace-setter in film processing. In the past, Precision found techniques to bring the best out of black and white or color originals. In the present, facilities are the profession's very best for any of your processing needs.
And, in the future, Precision will, as usual, be first again (depend on it) with the newest developments to serve you better.
you'll see
and hear
5th AVE
W.46 ST
PRECISION
FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
In everything, there is one best . . . in film processing, it's Precision

PAY-DIRT IS UP

That's right . . . even in Texas where liquid gold is 'way down under, pay-dirt for radio and TV stations is UP. Up in power . . . up in antenna height . . . UP with towers by Dresser-Ideco. Across the nation, Ideco towers are helping broadcasting stations dig UP to pay-dirt. Whether your station's tower must go up a matter of several hundred feet, or should push toward two thousand feet . . . you can profit from Dresser-Ideco's experience in designing and constructing towers since broadcasting's infancy. Guyed, self-supporting, fixed base, pivoted base, insulated . . . when it comes to towers, you'll do well to come to Dresser-Ideco. Write us . . . or contact your nearest RCA Broadcast Equipment representative.



Unique candelabra TV tower, 1521 feet tall, completed by Dresser-Ideco for WFAA-TV and KRLD-TV, Dallas. Eighty-foot wide top platform supports twin antennas.

IDECO®

ONE OF THE DRESSER INDUSTRIES

DRESSER-IDECO COMPANY

Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

MBS, AFFILIATES DISCUSS NEW TERMS

It's understood Hot Springs, Ark., meeting was concerned with new contract to include less network option time, cash payments to affiliates carrying network commercial programs.

WORK toward evolution of a new MBS affiliation contract was launched by network officials and members of the Mutual Affiliates Advisory Committee last week. And the project is slated for resumption and perhaps submission to all MBS affiliates during the NARTB convention in Chicago next month.

Network authorities reported after a two-day meeting at Hot Springs, Ark., last Monday and Tuesday that with the MAAC members they had examined "various network and station problems with particular emphasis on a new affiliates agreement." The MBS statement said "both the committee members and Mutual management expressed gratification at the progress achieved."

Neither network nor MAAC leaders would give details of the prosed new affiliation contract. It was learned from affiliate sources, however, that it anticipates a cutback in amount of network option time from about nine hours a day to about five, and does retain provision for affiliates to be paid in money for carrying network commercial shows.

This coincides in general terms with earlier reports that the new plan might be akin to—but would be less radical than—the plan advanced by MBS in 1953 but finally shelved by affiliate opposition [B•T, March 19]. Among other things, the 1953 plan, described by network officials at the time as "revolutionary," would have made a similar reduction in network option time but would have provided that station compensation be paid in the form of programs for local sale rather than in dollars [B•T, July 6, 1953, *et seq*].

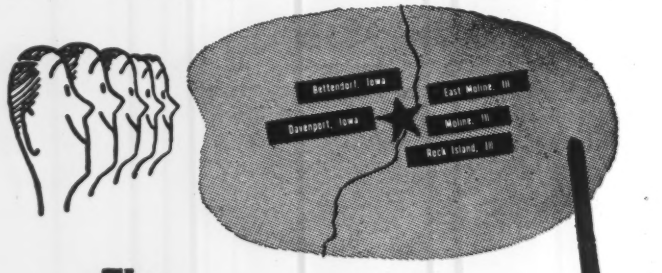
MAAC authorities reported that no mention of changing the present rate of station compensation was made during last week's meeting.

They said tentative plans call for a further meeting of MAAC in Chicago on April 15 and for a meeting of all MBS affiliates there on April 16, at the outset of the NARTB convention.

J. W. Betts, WFTM Maysville, Ky., heads the 14-man MAAC. The network delegation at last week's sessions was led by Executive Vice President John Poor.

MAAC members, in addition to Chairman Betts, are Ray Butterfield, WLOX Biloxi, Miss., vice chairman; Ken Nybo, KBMY Billings, Mont., secretary, and Willard Deason, KVET Austin, Tex.; Ed H. Dunbar, WBBQ Augusta, Ga.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Tom E. Gibbens, WAFB Baton Rouge, La.; Jack Hawkins, KIUN Pecos, Tex.; Cecil L. Heftel, KLO Ogden, Utah; Donald J. Horton, WVLK Lexington, Ky.; Harold P. Kane, WJOC Jamestown, N. Y.; Ralph J. McElroy, KWWL Waterloo, Iowa; Berton Sonis, WTIP Charleston, W. Va., and Robert M. Wallace, WOHS Shelby, N. C.

The Mutual group at Hot Springs included Mr. Poor; Sales Vice President Harry Trenner; Program Vice President Robert Monroe; Vice President and Treasurer George Ruppel, Promotion and Research Director Richard Puff, Station Relations Director Robert Carpenter, and Thomas Duggan and Charles King of station relations.



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QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

Basic NBC Affiliate

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

WOC
5,000 W 1420 Kc

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

CBS-TV Appoints Manulis Producer of 'Playhouse 90'

MARTIN MANULIS has been appointed producer of CBS-TV's *Playhouse 90* series, to debut as a major program venture next fall, it was announced last week by Al Scalpone, vice president of network programs, Hollywood. The original plan to have two producers on the show has been dropped, he said.

Playhouse 90 is scheduled for the Thursday 9:30-11 p. m. period. The premiere will be Noel Coward's "This Happy Breed" in October. Eight shows of the series will be filmed by Screen Gems [B•T, Feb. 27].

Mr. Manulis joined CBS-TV in 1951 as producer in New York on *Studio One Summer Theatre* and *Suspense*. Later he produced six television adaptations of Broadway classics on the network's *Best of Broadway* and currently has been producer of *Climax*, originating from CBS Television City, Hollywood, for Chrysler.

Mr. Scalpone also announced that Carey Wilson, CBS-TV production executive who developed *Playhouse 90*, has been signed to develop yet another major program series for the fall season. He would not release details. "Now that the basic planning for *Playhouse 90* has been completed," Mr. Scalpone said, "we are able to allow Mr. Wilson to devote his full creative energy to developing another major series of programs based on an original idea of his."

Meanwhile, CBS-TV has signed Charles Marquis Warren, producer of the network's *Gunsmoke* series, to produce, direct and write a new half-hour film series for this fall titled *Cavalry Patrol*. He will continue to produce and supervise the storyline on *Gunsmoke*. *Cavalry Patrol* begins filming April 16 in Utah.

ABC-TV Sets 'Frontier Judge'

ABC-TV last week distributed to advertising agencies a sales presentation on its new half-hour western tv film drama, *Frontier Judge*, setting the cost of total sponsorship for 52 weeks (commissionable) at $2.5 million, including time and talent. This figure covers an anticipated station clearance of 131 affiliates. Available for fall sponsorship, *Frontier Judge* will consist of 39 weeks of original programming and 13 weeks of repeat films. The program series is being produced by Jack Chertok in association with ABC-TV.

WDEF-TV to Be CBS Primary

WDEF-TV Chattanooga, Tenn., becomes a primary affiliate of CBS-TV on May 10, according to Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WDEF-TV, now a secondary affiliate of the network, will be added to CBS-TV's basic optional group. The station, which operates on ch. 12, is owned and operated by WDEF Broadcasting Co., of which Carter M. Parham is president.

KGHF Joins Mutual

KGHF Pueblo, Colo., will become affiliated with Mutual and the Intermountain Network April 1, according to Robert Ellis, KGHF general manager. The station also will continue as an ABC affiliate.

LAWRENCE MOVES UP IN CBS-TV ECHELON

Director of station administration becomes vice president in charge of owned television stations and CBS Tv Spot Sales.

CRAIG LAWRENCE, director of station administration for CBS-TV, has been named vice president in charge of owned television stations and CBS Television Spot Sales, President J. L. Van Volkenburg is announcing today (Monday).

MR. LAWRENCE

Mr. Lawrence will report to Merle S. Jones, who was vice president in charge of owned television stations and general services prior to his elevation to executive vice president a week ago.

A veteran station administrator, Mr. Lawrence was general manager of CBS-owned WCBS-TV New York before becoming CBS-TV director of station administration in August 1954. Before that, he had supervised operations of KSO and KRNT Des Moines, WNAX Yankton, S. D., WHOM New York (then Jersey City), and WCOP Boston. He became vice president of Cowles Broadcasting Co. and executive vice president of two of its subsidiaries, Atlantic Broadcasting Co. and Massachusetts Broadcasting Co., in 1942.

His elevation to the new post is a sequel to the move, attributed to the growth of tv and specifically of CBS-TV's scope of operations, in which Mr. Jones and Hubbell Robinson Jr., who had been vice president in charge of network programming, were elevated to executive vice presidencies [B•T, March 19]. Mr. Robinson remains in charge of the entire area of programming. All other departments report to Mr. Jones. Messrs. Jones and Robinson report to Mr. Van Volkenburg.

Explaining the sequence of appointments, Mr. Van Volkenburg said "They tell the story of television itself. We have grown from a company of 400 to one of 4,000 in a short eight years. The increasing demands on the executive department have to be shared. In this way we will be able to allot the proper time to future planning and the problems of future growth."

Five Sign With ABC-TV

FIVE additional sponsors have been signed by ABC-TV to participate in the network's *Famous Film Festival*. They are Pearson Pharmacal Co. (Sakrin), New York, through Donahue & Coe, New York; Carter Products Inc. (Little Liver pills, Arrid), New York, through Sullivan, Stauffer, Colwell & Bayles, New York, and Beltone Hearing Aid Co., Chicago, through Olian & Bronner, Chicago.

Also signed up for sponsorship, beginning in April, were Colgate-Palmolive Co. (Veto cream deodorant) for 13 weeks through Bryan Houston, New York, and Mobile Homes Mfrs. Assn. of Chicago (trailer coaches) for six participations through J. Walter Thompson Co., Chicago.

Zenith Sues CBS For 'Omnibus' Ads

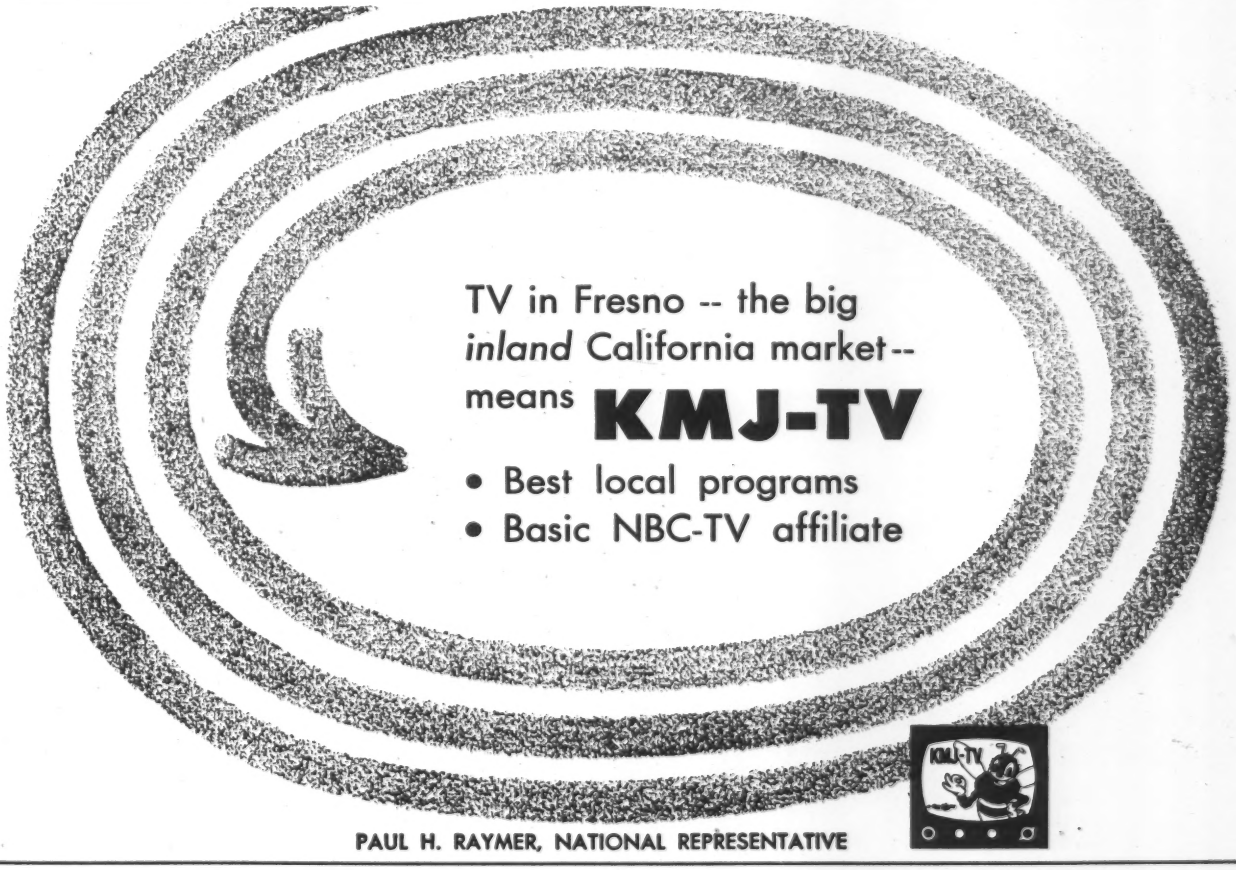
A SUIT for $213,749 stemming out of CBS-TV's refusal to carry a Zenith Radio Corp. commercial for its phonevision system of pay television has been filed by Zenith against CBS.

The suit, filed in U. S. District Court for the southern district of New York, asserts that as part of the Chicago channel 2 settlement CBS, which got the channel, paid Zenith $575,000 for equipment and property lease and agreed to reimburse Zenith one-half of the costs of Zenith sponsorship of one quarter of the weekly *Omnibus* program over a 25-week period from Oct. 24, 1954, to April 10, 1955.

After making reimbursements on 19 *Omnibus* programs broadcast through February 1955, the suit charges, CBS has refused to reimburse a total of $75,932 allegedly due in connection with four *Omnibus* telecasts in March.

In addition, the complaint maintains, there was an agreement between Young & Rubicam, Zenith's agency, and Ford Foundation's Tv-Radio Workshop, which produces *Omnibus*, entitling *Omnibus* advertisers to two "short features" on the program for every 13 program participations they sponsored. One such "short feature" on subscription television, including phonevision, was aired on the March 27, 1955, *Omnibus*, the suit continues. But when a commercial on "phonevision" was then submitted, Zenith claims CBS refused it for both the April 3 and April 10 broadcast, the latter being the final one covered in the Zenith contract. For this the suit seeks $137,817.

CBS had not filed its answer to the suit last week. The complaint was filed on Zenith's behalf by Greenbaum, Wolff & Ernst, New York law firm.



KMPC catches sales!

In Los Angeles the friendly 'line' of KMPC DJs pulls in huge audiences and lands prize sales for sponsors

KMPC

710 kc LOS ANGELES
50,000 watts days 10,000 watts nights
Gene Autry, President
R.O. Reynolds, V.P. & Gen. Mgr.
REPRESENTED NATIONALLY BY AM RADIO SALES COMPANY

ABC Radio Studies Selling, 'Sounds'

PROGRAMMING and sales problems were taken up by ABC Radio network officials with their newly elected Radio Affiliates Advisory Board at a meeting in New York last Thursday.

The question of "quickie" commercials—such as those used by the Campbell Soup Co. within network system cues on 41 ABC western stations, which have led to some criticism [B•T, Feb. 20]—was among the problems under study. The "quickies" consist of only a few words immediately following "this is ABC." They were launched by Campbell for a test run but may be ordered on a national basis in the near future if acceptable to ABC, it was understood.

ABC Radio's nighttime programming—particularly the changes being planned for the *New Sounds for You* segments which occupy prime evening time Mondays through Fridays but have been unable to attract sponsors—also ranked high on the meeting agenda. Officials have made it clear that they plan to modify the *Sounds* format but not to abandon it.

ABC officials on hand for the meeting included Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres; Robert E. Kintner, ABC president; Harold L. Morgan Jr., vice president and controller; Don Durgin, vice president in charge of the radio network; Thomas Velotta, vice president and administrative officer, news, special events, sports and public affairs; Frank Marx, vice president in charge of engineering and general services, and Mrs. Geraldine B. Zorbaugh, secretary and general counsel.

Members of the advisory committee are Simon Goldman, WJTN Jamestown, N. Y.; C. B. Locke, KFDM Beaumont, Tex.; J. B. Conley, KEX Portland, Ore.; Ben A. Paird, WDUZ Green Bay, Wis.; John P. Williams, WING Dayton, Ohio; T. B. Lanford, KRMD Shreveport, La.; Frank C. Carman, KLUB Salt Lake City, and A. D. Willard Jr., WGAC Augusta, Ga. All members were present except Mr. Conley, who was represented by James Wallace, KPQ Wenatchee, Wash., alternate member for District 7.

Court Upholds Verdict To NBC on 'Big Story'

DISMISSAL of a million dollar suit for invasion of privacy against NBC was unanimously upheld by the U. S. Court of Appeals in Washington last week. Involved is a 1952 *Big Story* fictional telecast of a 1930 murder trial and the conviction of an innocent man. Appeals court ruling upheld a 1955 lower court decision which held that the telecast was based on public records and dramatized in fictionalized form, thus causing no damage to the person portrayed. Suit was brought by Charles S. Bernstein, convicted murderer, later pardoned. The videocast told of the work of Martha Strayer, *Washington* (D. C.) *Daily News* reporter, in uncovering evidence which helped win the pardon. All names were changed, except Miss Strayer's.

ABC-TV Good Friday Telecast

ABC-TV will present a special Good Friday program (10:30-11 p.m. EST) on the "Shroud of Turin," the cloth used to wrap the body of Christ after the crucifixion. Rev. Francis L. Filas, S. J., Loyola U., Chicago, will be featured on the program, which is being telecast for the third year by ABC-TV.

Official Mitchell Record

MATERIAL from the 32-volume transcript of Gen. Billy Mitchell's 1925 court martial, hitherto unrevealed, will be made public for the first time on CBS-TV's *Omnibus* next Sunday, according to the Ford Foundation's Tv-Radio Workshop, which produces the series.

The foundation said it had the original 4,000 pages of testimony in its possession, and that it commissioned *New Yorker* magazine editor-writer E. J. Kahn Jr. late last year to organize the transcript into a dramatic account. The Mitchell dramatic narrative will conclude the fourth season of *Omnibus*.

'Symphony of the Air' Seeks Regular Spot on Mutual

IN AN EFFORT to place the "Symphony of the Air" (formerly the NBC Symphony) on network radio on a regular basis, the Symphony Foundation of America Inc. and Hardy Burt Productions Inc. are launching an all-out campaign for community support for the broadcasts from fraternal and national service organizations.

Mutual will present the "Symphony of the Air" on a special, one-time program on April 14 (10-11 p.m. EST), but its continuance as a regular feature on MBS will hinge on audience interest. Hardy Burt Productions, producer of the proposed series, and the Symphony Foundation of America, the corporate name of the orchestra, plan to publicize and promote the special broadcast with the help of national organizations as well as department stores, food and drug chains and locals of various labor unions.

A Mutual spokesman said the network will carry the broadcasts regularly "if our listeners show us through letters they are interested in this type of program."

Clampett Sues NBC, Freberg

A $2 MILLION damage suit has been filed in Los Angeles Superior Court against NBC and comedian Stanley Freberg by Robert E. Clampett, producer of *Time for Beany*. Mr. Clampett charged that since Feb. 12 NBC has been broadcasting a weekly tv show with the aid of Mr. Freberg and featuring a puppet named Grover whose characterization is substantially the same as Cecil the Seasick Sea Serpent. Mr. Clampett alleged the characterization is the same as that which Mr. Freberg employed for Cecil while working for Mr. Clampett. The complaint stated that a 1950 contract with Mr. Freberg specifically forbids such imitation on any other program. Hearing on preliminary injunction is scheduled April 6.

Miltie Will Return

COMEDIAN Milton Berle, who early last week said he was quitting tv for a hiatus after eight years, later changed his mind. According to NBC, he has agreed "to make himself available for not more than four special top-budgeted 60-minute shows" during the 1956-57 season.

Mr. Berle started his program in June 1948 and his current season of shows has been in color. Under his existing "30 year lifetime contract" with NBC, Mr. Berle will be free to develop and produce new program ideas, as well as consider both Hollywood and Broadway offers, NBC said.

J. B. Rustic, General Superintendent, Operating Department, American District Telegraph Company, tells how:

"We stopped 2,000 burglars last year!"

"Stone walls, iron bars, squads of guards — nothing protects money and property like our burglar alarm service — in co-operation with the police, of course.

"Every year, ADT Protection Service saves subscribers hundreds of thousands of dollars by automatically detecting burglaries, fires, and other dangerous conditions.

"Our systems have to work — all the time. And they do, thanks to constant supervision, proper maintenance — and to Air Express!

"For if new parts are needed, Air Express delivers for us anywhere in the country in a matter of hours!

"Yet, we actually save money with Air Express. A typical 20-pound shipment goes from New York to St. Louis for $7.48. That's $3.17 less than any other complete air service!"

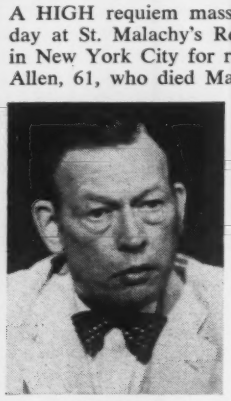
AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

ALLEN SERVICES HELD IN NEW YORK

A HIGH requiem mass was celebrated Tuesday at St. Malachy's Roman Catholic Church in New York City for radio-tv comedian Fred Allen, 61, who died March 17 from occlusive coronary artery disease. He collapsed while walking near his Manhattan home just before midnight.



MR. ALLEN

Some 2,000 persons were present at the mass, about 1,200 packing the church and another 800 standing outside.

Mr. Allen, who was born John Florence Sullivan, had been married in the same Manhattan church to Portland Hoffa, who later became his partner on radio. She was escorted at the services by comedian Jack Haley, who was one of the honorary pallbearers. Top names of show business attended the funeral, as did a number of radio and tv executives associated with Mr. Allen during his long career with the broadcast media.

Mr. Allen, born in Cambridge, Mass., started in show business as a juggler, spent years in vaudeville and appeared in several Broadway shows before his radio debut. He and his wife started in radio on Oct. 24, 1932. For years their *Town Hall Tonight* rode the top of the radio popularity polls on NBC under sponsorship of Ipana and Sal Hepatica. The humorist had an obvious allergy to network vice presidents, often making the vice presidential office the butt of his jokes—and on at least one occasion was cut off the air momentarily.

His radio popularity began to wane as the giveaway quiz show craze began to rise, a fact that caused him apparent bitterness. He was slotted opposite *Stop the Music,* the hottest giveaway of that period, but was unable to stave off the opposition even by offering to bond listeners against any loss they might sustain if called by the telephone giveaway program while listening to his show.

In television, he never seemed to find a format to fit his brand of wit and was unable to make a successful dent in the new medium until he took over a panelist slot on CBS-TV's *What's My Line?* two years ago.

Observations Right Down Allen's Alley

IN THE WEEK following the sudden death of Fred Allen (see separate story), many of his more pungent observations on radio, television, films and advertising received new attention. Here are some of them culled from Mr. Allen's book, *Treadmill to Oblivion,* and other sources:

ON NETWORK EXECUTIVES: "If the United States can get along with only one vice president, why does NBC need 26?" "NBC does not recognize heaven, hell or CBS. It invented a place called Heck. When a person dies, he either goes to Heck or the Rainbow Room."

ON ADVERTISING EXECUTIVES: "He's a molehill man. He gets to work at 9:30, finds a molehill on his desk which he turns into a mountain by five in the afternoon. A good molehill man will finish his mountain by lunch." "This vice president was so important that he had a wastebasket in his office in which he threw people."

ON RADIO: "Radio was the only medium in which the unfit could survive . . . because it was produced by advertising. When television belatedly found its way into the home after stopping off too long at the tavern, the agencies knew they had a more potent selling force available." "Radio was abandoned like the bones at a bar-b-que."

ON HOLLYWOOD: "Hollywood's a wonderful place to live . . . providing you happen to be an orange." "My agent gets 10% of everything I have but my splitting headaches." "The studios say screens are getting larger. The screens aren't getting larger, the audiences are getting smaller."

Sindlinger Rates 'Richard III' As 'Most Talked About' Show

NBC-TV's three-hour Sunday afternoon presentation of "Richard III" on March 11 was the most talked about tv show during the following week, according to Sindlinger & Co. "Every day of every week, Sindlinger & Co.'s field staff question a scientific random cross-section of the population to determine information on the public's entertainment habits," the company reported. "Part of Sindlinger's daily interviewing concerns what people have been talking about during the 'past few days' in reference to motion pictures, tv programs, books, articles, etc."

For the week ending March 17, the 15 tv programs most talked about, according to the Sindlinger word-of-mouth survey, were:

Tv Programs	% of Mention
Richard III (NBC)	18.1
Lawrence Welk (ABC)	12.7
Medic (NBC)	10.1
Ed Sullivan (CBS)	8.7
$64,000 Question (CBS)	8.1
Ford Star Jubilee (CBS)	8.0
December Bride (CBS)	7.9
Phil Silvers (CBS)	7.8
Perry Como (NBC)	7.6
Big Surprise (NBC)	7.0
Jackie Gleason (CBS)	6.9
Strike It Rich (CBS)	5.4
Wide, Wide World (NBC)	2.1
Julius Caesar (NBC)	2.0
Million Dollar Movies	1.9

In the same week, Sindlinger interviewers found the public recommending "Picnic" more than any other movie, with "I'll Cry Tomorrow," "Man With the Golden Arm," "Guys and Dolls" and "Benny Goodman Story," ranking second to fifth in that order.

The research company, which has been measuring word-of-mouth opinions on a day-after-day basis since last September, said that unlike the usual procedure of a "slow and gradual" climb to the top of the most-talked-about list, both "Richard III" and "Picnic" "vaulted to the top in a matter of a few days," in the 17 states where the Sindlinger word-of-mouth surveys are conducted.

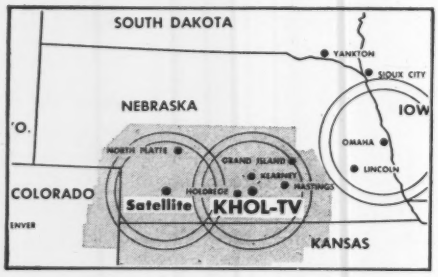
In the 28 weeks of these surveys, tv findings include: *The $64,000 Question* was in first place from September through December. *Lawrence Welk* has been in the first five every week, usually ranking second or third. Spectaculars and shows like *Ford Star Jubilee* move in and out of the top ten weekly. *Phil Silvers* has held sixth or eighth place since October.

KHOL-TV plus . . .

New SATELLITE STATION

Gives You Bonus Coverage In Nebraska's 2nd Big Market

161,715 Unduplicated Families at TV's Lowest Cost-Per-Thousand



KHOL-TV and Satellite Station cover rich Central Nebraska—the State's 2nd Big Market.

KHOL-TV picks up where Omaha leaves off—you buy no duplicate coverage.

One buy on KHOL-TV gives you bonus Satellite coverage at no extra cost.

Investigate Nebraska's 2nd Big Market today— contact KHOL-TV or your Meeker representative.

KHOL-TV
Owned and Operated by
BI-STATES CO.
CBS • ABC

CHANNEL 13 KEARNEY, NEBRASKA
Channel 6 Satellite Station, Hayes Center, Nebr.

Represented nationally by MEEKER TV, Inc.

46 Million See 'Oscar' Show

AN ESTIMATED audience of 46 million persons viewed NBC-TV's telecast of the annual award ceremonies of the Academy of Motion Pictures Arts & Sciences, March 21 (10:30 p.m.-12:15 a.m.). NBC-TV's figure was based on a compilation made by Trendex. The Pulse reported that an instantaneous Pulse rating of 53.7 was recorded on the show. Face-to-face interviews with families throughout the country, Pulse said, showed that 53.7% of families interviewed watched the program, with an average of 2.46 persons per set. The winning motion picture, "Marty," was based on a tv play of the same name carried on *The Goodyear Television Playhouse* on NBC-TV on May 24, 1953. Three other Oscars were won by persons associated with the "Marty" film.

Irish Football Tieup Folds

WITH MBS' bid for exclusive network rights to five Notre Dame U. home football games this fall, the nine-year-old Irish Football Network has ceased operation, it has been announced by Joe Boland, manager of IFN, which was owned and operated by the *South Bend Tribune*. The network comprised 190 U. S. and some overseas stations last fall.

NETWORK PEOPLE

John H. Bachem, general manager of former DuMont Television Network, N. Y., returns to CBS Radio as account executive in network sales department. He previously was CBS account executive from 1937-49. **Bill Downs,** CBS news correspondent assigned to Rome for two and a half years, returned to Washington bureau.

Titanic Tv

IN what is claimed to be the biggest production in its eight-year history, NBC-TV's *Kraft Television Theatre* this Wednesday plans to dramatize Walter Lord's *A Night To Remember*, the factual story of the sinking of the *SS Titanic* in 1912. The telecast will have a cast of 107, including 72 speaking parts, and will use 31 different sets, some of which will be built in specially-designed water tanks to simulate the Atlantic Ocean. Mr. Lord is a copywriter with J. Walter Thompson Co., New York, which supervises production for the Kraft Foods Co., Chicago.

Cherry Churchill, former do-it-yourself editor, *Bride to Be magazine*, N. Y., to NBC-TV's *Home*, as shopping news editor, succeeding **Anne Berry,** retired.

NBC Central Div., Chicago, announces six employes celebrating 25th anniversaries with network during March. They are: **Everett Mitchell,** conductor of *National Farm & Home Hour;* **Curt Pierce** and **Harold Jackson,** engineering staff; **Gale Swift** and **Dorothy Frundt,** music division, and **Franny Clark,** press department.

Fran Allison, cast member ("Aunt Fanny") of ABC Radio's *Breakfast Club*, will emcee seven programs during Don McNeill's vacation March 30-April 13. Other mornings will be filled in by guests including **Tom Mullarkey,** WBAP Ft. Worth, and **Bill Malone,** WMAL Washington, D. C.

PROGRAM SERVICES

RKO Teleradio Buys 25% of Unique Records

RKO Teleradio Pictures Inc. last week reported it had entered the record field by acquiring a 25% interest in Unique Records, New York, which currently distributes two labels, Unique and Point. Thomas F. O'Neil, board chairman, said the affiliation was the first step in actively entering the recording and music publishing field.

Mr. O'Neil also said the expansion is in line with RKO Teleradio Pictures' aim to "provide the maximum in entertainment services to the general public."

A spokesman said that RKO Teleradio in time probably would increase its holdings in Unique and that the new arrangement will permit RKO to use the recording company to distribute albums from its forthcoming motion picture schedule which includes at least three musicals.

Crowell-Collier Appoints Four to New Record Dept.

GEORGE T. SIMON, former editor of *Metronome* magazine and scriptwriter for Jackie Gleason's CBS-TV summer package show, *America's Greatest Bands*, has been retained by Crowell-Collier Publishing Co. as an advisor on jazz repertoire for the firm's new record (club) department of the Recording, Radio and Television Division [B•T, March 5]. Other appointments, on a consultative basis announced by William A. H. Birnie, vice president of

1st Station in Saginaw!

. . . and Saginaw's Only 24-Hour Station!

SAGINAW'S NBC AFFILIATE

represented by HEADLEY REED

SAVE up to 15%

By buying any 2 or more of these powerful stations.

Buy all 4 . . . Save 15%
Buy any 3 . . . Save 10%
Buy any 2 . . . Save 5%

WKMH . . . Dearborn—Detroit
WKMF . . . . Flint, Michigan
WKHM . . . Jackson, Michigan
WSAM . . Saginaw, Michigan

That's Why Everyone Tunes To

WSAM

SAGINAW, MICH.

Fred A. Knorr, Pres.
Vincent Picard, Sales Manager

KNORR Broadcasting Corporation

Crowell-Collier and newly-appointed head of the division:

Ronald Wise, formerly with Mercury, Columbia and RCA Victor, as program director in the classical and opera fields; Donald-Brown, direct mail order specialist, as membership promotion manager, and T. Clynton Elrod, as supervisor of systems and controls for the record clubs. All will report to William H. Fowler, manager of the record department.

Meanwhile, the publishing firm released its annual stockholders report for 1955, accompanied by a statement by President and Editor-in-Chief Paul C. Smith, that said Crowell-Collier earned a net profit of $773,917 during 1955—"considerably more than I had optimistically hoped to report"—after a three-year losing streak. In 1953, C-C lost $4,009,827 and in 1954 it lost $2,419,539.

The report described the internal realignment of the corporation which publishes three national magazines (*Collier's, Woman's Home Companion, American*), encyclopedias and also owns a book sales organization, P. F. Collier & Son Corp.

Crowell-Collier several weeks ago announced plans to expand its sphere of operations into "all phases of communications," radio-tv station property purchases, as well as newspapers and "perhaps" other magazines. The report did not elaborate on these.

Additional Antenna Systems Purchased by Jerrold Corp.

COMMUNITY antenna systems in Flagstaff, Ariz.; Dubuque, Iowa, and Pocatello, Idaho, have been purchased by Jerrold Electronics Corp., Philadelphia manufacturer of electronic equipment, it was announced last week by Milton J. Shapp, Jerrold president.

With these acquisitions, the electronics company owns or controls five community antenna system companies. In January of this year, it purchased the system in Ukiah, Calif., and in November 1955 acquired controlling interest in the Key West, Fla., system.

World Issues Baseball Series Along With Promotion Aids

A NEW SERIES of 26 weekly 30-minute transcribed programs on baseball titled *Big League* currently is being sent to subscribers of World Broadcasting System, radio station transcription service. The series—providing for five commercials per program—consists of such topics as the Hall of Fame, baseball "bloopers," and others and will be backed by promotion and merchandising material.

Maloney to TelExecutive

JOHN W. MALONEY, sales manager of the Audograph Div., Gray Mfg. Co., New York, has been named TelExecutive sales manager of TelePrompTer Corp., New York. Mr. Maloney has also been with Dictaphone Corp., Curtis Wright Corp. and with several other firms in the management field.

PROGRAM SERVICE PEOPLE

Robert L. (Robin) Moore Jr., advertising director, Sheraton hotel chain, and pioneer in formation of Sheraton Closed Circuit Television Inc., named to board of directors, Sheraton Corp. of America.

SPECTACULAR GAINS IN TV REPORTED AT IRE MEETING

New video accomplishments, particularly in colorcasting, vie with automation, earth satellites and guided missiles at convention-exhibit in New York City.

NEW GAINS in television—particularly in color tv and geared and designed for future use in the telecasting art—glistened in last week's shower of electronic developments.

A new color tv magnetic tape system, developed nearly three years ago by RCA but since refined to permit recording and rebroadcast on standard commercial broadcast facilities, vied with latest advances in automation, earth satellites and guided missiles at the electronics industry's Greatest Show on Earth—the Monday-Thursday convention-exhibit in New York of the Institute of Radio Engineers. Among the many tv developments:

- Details of five different color tv picture tubes of five different research laboratories, four of them owned by manufacturers. The tubes are of both the single electron gun and three electron gun varieties. Evidence was that tube makers are working toward brighter color pictures.
- A tv camera offered by RCA which is designed for extremely low light levels.
- Another RCA development—a "creepy peepy" portable tv transmitter, actually a pack-type tv system.
- Various industrial tv cameras and tubes.
- Improvements in RCA's color kinescope.
- An appraisal of scrambling and decoding techniques used in subscription tv.
- Description of advances made with facilities for over-the-horizon transmission of tv programs.
- New uses and developments for transistors.
- Various engineering papers on tv transmitting equipment and techniques.

RCA Color Tape Showing

An RCA development team of five persons from RCA's David Sarnoff Research Center at Princeton, N. J., joined with Dr. Harry F. Olson, director of the acoustical and electromechanical research laboratory, RCA Labs, took over an entire session of the convention Wednesday to present details of the new color tv tape recording system.

Highlights of the RCA reports:

- Programs which are recorded on the magnetic tape can be erased with the tape reused at least 100 times without any noticeable deterioration.
- The recorded programs can be stored for months with no loss in quality.
- A method has been designed to regulate tape speed automatically during playback to eliminate irregularities which could lead to tv picture jump on the viewing screen.
- Seven different tracks in the half-inch width of the magnetic tape are employed to carry six different types of information.

Dr. Olson said the system was "capable of receiving and recording broadcast programs or of recording directly from cameras in a tv studio."

At a news conference Monday, O. B. Hanson, RCA vice president of operations engineering, noted that NBC is now field testing one such unit. A second unit, he said, may be turned over to the network by the fall to permit extensive experimental recording of actual broadcasts. From the experience thus gained, Mr. Hanson said, RCA-NBC may then be in the position—perhaps by late 1957 or early 1958—to have designed for NBC, magnetic tape recording system units for actual broadcast use.

Mr. Hanson noted that one unit, at the present, can record and playback experimentally over standard commercial broadcast facilities with up to 15 minutes of programming stored on a 20-inch reel of tape. The seven tracks in the tape carry the following information: separate electrical signals for the three-color portions of the picture, the high-frequency components of the color signals, a synchronizing signal to ensure proper relationship among the various elements of the transmitted picture, and the signals—on two tracks—for the sound portion.

When first shown publicly in December 1953, the system was described by RCA as promising reductions in cost 80 to 90% below that of telecasting black-and-white images from film [B•T, Dec. 7, 1953]. At that time, the cost reductions for color film—a more expensive proposition—were placed at 90 to 95%.

Thus, the magnetic tape recorder would have not only a potentially revolutionary effect on tv techniques but also for the entire motion picture industry.

In the RCA engineering paper, the new developments were described as "a reduction in tape speed from 30 to 20 feet per second, an increase in resolution by the use of improved heads and the addition of a fifth channel for carrying the combined highs, recording and reproducing a complete composite FCC color signal and an improved system for maintaining constant equivalent tape speed in recording and reproducing the television signal."

The six signals are recorded on the tape as "red, green and blue video, mixed high video, sync and sound. The red, green and blue video signals cover a frequency range up to approximately 1.5 mcs." The mixed high-frequency channel is a composite of the three color signals and covers a range extending to the upper end of the recording range. These signals are reproduced from the tape and fed to a color-plexer to form the standard FCC composite color signal. The sound signal is recorded on a modulated carrier.

Impression Method

Dr. Olson said the electrical signals are impressed through a recording head onto the magnetically treated surface of a plastic tape. As the tape is drawn across the recording head, the head continuously changes the magnetic condition of the magnetic particles on the tape, forming a compact code of the original signal.

The magnetic pattern thus formed will remain on the tape indefinitely during repeated playbacks until erased electronically. Then the tape can be used again. In playing back the recorded program, tape is moved across the magnetic head; the magnetic code on tape causes an alternating current to flow in the windings around the head creating a duplicate of the original recorded signal.

A major problem that came up during early development work on the recorder system was the need for a novel type of recording and reproducing head since it was futile to attempt to record video by extending the range of existing audio equipment. Ordinary sound tape recording resolves information up to some 2,000 cycles per inch of tape, or a speed of about eight

ELECTRONICS executives met with government and Congressional leaders March 18 at Plaza Hotel, New York, under auspices of Radio-Electronics-Tv Mfrs. Assn. Head table group included (l to r): J. D. McLean, Philco Corp.; James M. Bridges, electronics director, Defense Dept.; F. R. Lack, Western Electric Co.; Dudley C. Sharp, Assistant Air Force Secretary; H. Leslie Hoffman, Hoffman Electronics Corp., RETMA president; Rep. Carl Hinshaw (R-Calif.); T. A. Smith, RCA Engineering Products; FCC Comr. E. M. Webster.

RETMA Section Recommends Upper U's for Translators

THE UPPER 14 channels in the uhf band should be used for translator stations, in the opinion of the Broadcast Equipment Section of Radio-Electronics-Tv Mfrs. Assn. RETMA supports the translator proposal of FCC [B•T, March 19, 12], it was explained March 18 at the association's annual conference with Congressional and military officials. The meeting was held in New York.

RETMA's broadcast group felt adoption of the translator rule would increase tv coverage in remote areas.

H. Leslie Hoffman, Hoffman Electronics Corp., presided at the meeting in his role as RETMA president. Dudley C. Sharp, Assistant Air Force Secretary, principal speaker, said electronics costs run 17% of the Air Force budget, or around $3 billion, compared to 10% a few years ago.

inches per second to come out with a frequency response of 16,000 cycles per second. Recording of video signals involves frequencies beyond 3 million cycles per second plus a greater frequency range.

Another paper was delivered by William L. Hughes of Iowa State College, Ames Iowa, who outlined latest improvements in black-and-white film recording for color tv use.

Otto Kornei of Clevite Research Center, Cleveland, Ohio, described at the session a magnetic recording head capable of handling the millions of cycles per second required for tv pictures as compared to the much fewer number of cycles required for sound recording. The "Chromatron" as the basis for low-cost color sets was described by engineers of Chromatic Television Labs and Telechrome Mfg. Corp. in a joint paper. They said such a set, employing Chromatic's so-called Lawrence single-gun color tube, would offer numerous economies.

"The only real addition to a black-and-white set is the color subcarrier regenerator and the 3.58 mc amplifier for color switching. The absence of color controls and automatic gray scale tracking provide the basic requirements for good color pictures and allow easy servicing and little trouble to the consumer."

The problems were said to be "all in one area, and these are connected with radiation into the 3.58 mc band and its harmonics." Economies listed for the set were self-decoding of the encoded color signal; single-gun cathode ray tube can utilize standard black-and-white deflection and focusing components; no magnetic shielding is required; high voltage current requirement is the same as a good monochrome receiver; horizontal and vertical deflection voltage requirements are diminished due to post-acceleration feature of color tube; single-gun color tubes allow automatic gray scale tracking; no separate background controls, and no convergence circuitry required.

The "Chromatron" paper was prepared by R. D'Amato, R. Dressler, and A. Jacobs of Chromatic, and J. R. Clurman and S. Decker of Telechrome.

RCA engineers—R. B. Janes, L. B. Headrick, and J. Evans of the tube division, Lancaster, Pa. —reported on "recent improvements in the 21AXP22 color kinescope," which, it was noted, has proved to be a high-quality color kinescope readily adaptable to quantity production. Manufacturing experience in the making of thousands of tubes and changes made in construction and processing, it was pointed out, have resulted in nearly perfect color purity and white uniformity.

The General Electric post acceleration color tube—said to have, among other advantages, those of greatly increased brightness and tolerance—was described in detail in papers by GE's C. G. Lob and H. Heil. Basically, the papers pointed out, the tube is a three-gun type in which novel construction and processing techniques were said to have eliminated "most of the internal structure normally associated with color picture tubes" and to have "allowed the deposition of the phosphor screen directly on the envelope inner face."

The "apple system," the apple tube, and the current status of apple receiver circuits and components were described in detail in three papers by Philco Corp. engineers. These included J. S. Bryan, R. G. Clapp, E. M. Creamer, S. W. Moulton, M. E. Partin, G. F. Barnett, F. J. Bingley, S. L. Parsons, G. W. Pratt, M. Sadowsky, R. A. Bloomsburgh, W. P. Boothroyd, G. A. Fedde and R. C. Moore.

In other papers on color tv, N. Fyler, C. Cain, and P. Hambleton of CBS-Hytron described marked improvements in the "Colortron" tribeam color tube; E. G. Ramberg, H. B. Law, H. S. Allwine, D. C. Darling, C. W. Henderson, and H. Rosenthal of RCA Labs, Princeton, N. J., considered "Focusing Mask Color Kinescopes"; Charles W. Baugh Jr. and Harold E. Sweeney of Westinghouse Electric Corp., Metuchen, N. J., discussed "Transient Response Versus Chrominance Bandwidth in Simultaneous Color Television Receivers," and R. B. Gethman of GE discussed "A Deflection and Convergence System for Use with the Color Picture."

At a news conference Wednesday, officials representing the color tv tube makers indicated that while each expects to continue developing the individual basic types, none except the RCA three-gun shadow mask tube type could be expected in production this year.

A veil of secrecy has shrouded details of the Philco "apple" color tube and system ("apple" is a code name). It has yet to be shown publicly, although various manufacturers and engineer experts have witnessed demonstrations.

Philco claims the apple receiver is free of many of registration and color fringing problems because of the use of only one electron gun, and because it has no internal mechanical mask of other color grid constructions; "the tube is almost as simple as an ordinary black-and-white tube." A new development also claimed was a "new high level for brightness and performance." It was revealed that the chassis is "essentially the same" as used in black-and-white. Also disclosed at the conference was the "apple" tube's picture size—21 inch rectangular.

C. G. Lob of General Electric told newsmen that the post acceleration tube it has been perfecting is near the pilot production stage—"the tube is out of the laboratory," he said. GE, he said, is working toward cost savings in the color chassis via its post-acceleration tube.

According to CBS-Hytron, its new development is the UMF Colotron tube (unit potential mask focusing) that increases brightness. The tube now is being refined to fit into receiver design. All of the companies emphasized work now is underway in the laboratory to increase picture brightness.

In a session on electron tubes, "a new image orthicon designed especially for operation at low light levels, which reduces the noise and time lag usually encountered in television systems at these levels," was described by A. A. Rotow of the RCA Tube Div., Lancaster, Pa.

"Technical Boundary Conditions of Subscription Television"—techniques for scrambling and decoding picture and sound—were appraised by Alexander Ellett and Robert Adler of Zenith Corp., and the principles and engineering details of Zenith's phonevision system were described in a paper by E. M. Roschke, W. S. Druz, Carl Eilrres and Jan Pulles of Zenith.

Other over-the-horizon transmissions were considered in several papers.

In one pointing out that there are no regular facilities for relaying tv programs between the U. S. and Cuba, and that telephone traffic between these countries is increasing, a group of Federal Telecommunications Labs engineers—R. T. Adams, H. Havstad, L. Pollack, and W. Sichak—outlined plans for a 184-mile radio relay link (in the 600-900 mc range) to be established this year between Homestead, Fla., and Guanabo, Cuba. Fm with a radio band of 20 mc will be used.

K. P. Stiles of AT&T's Long Lines Dept., reported on path loss tests made (800 mc) between southern Florida and Cuba last year to determine the feasibility of operating an over-the-horizon system in that area. Conclusion: Feasible.

Others presenting papers on transhorizon systems included R. M. Ringoen, Collins Radio Co., Cedar Rapids, Iowa, who offered a study of system design and one on relative interference produced by uhf scatter and line-of-sight systems. The latter turned up findings contradicting some popular beliefs:

"The computations show that in most cases the transhorizon system will produce about one-

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fourth to one-half the interference of a line-of-sight system performing the same service," Mr. Ringoen said. "Although these results are based on some assumptions, in general they show very definitely that scatter should not be thrown out of consideration for use in the U. S. because of its large interfering effects. It is believed that the results of this and similar analyses should be considered in any future FCC rule-making for the fixed bands above 400 mc."

R. E. Gray and R. A. Felsenheld, Federal Telecommunications Labs, Nutley, N. J., reported on studies of an over-the-horizon link between Puerto Rico and the Dominican Republic, a distance of some 240 miles.

Transistors and their application in portable broadcast equipment were appraised by John K. Birch, Gates Radio Co., Quincy, Ill. He noted that despite their attractiveness for such uses they also pose "many unique problems," but outlined principles which he said had been followed in designing an amplifier that, used in conjunction with mercury batteries, has "longer battery life, reduced size and weight and greater ruggedness compared with older tube-type remote amplifiers."

Other studies involving transistors included papers by John W. Englund of RCA's Tube Div., D. D. Holmes and T. O. Stanley of RCA Labs. and J. Hellstrom of Westinghouse Electric Corp.

A pack type portable television system capable of producing and transmitting a 525-line 30-frame interlaced picture over a half-mile range was outlined by William B. Harris, of RCA Defense Electronic Products, Camden. It is a battery operated, self-contained tv pickup and transmitting station which, Mr. Harris noted, permits rapid relocation and penetration of areas inaccessible to conventional equipment.

The same session, devoted to tv transmitting equipment and techniques, also featured papers by C. A. Cady, General Radio Co., Cambridge, Mass., on "a new monitor for television transmitters"; Andrew Alford and H. H. Leach, Leach Mfg. Co., Boston, on high-gain antenna arrays using a slotted ring antenna; C. B. Mayer and P. M. Pan, GE, on a self-diplexing antenna for tv transmitters, and R. E. Rohrer and Oscar Reed Jr., Jansky & Bailey, Washington, on television field intensity measurements as a tool in tv antenna planning.

A new application of radar for conducting rapid uhf and microwave propagation surveys—to make possible the selection of tv and other transmitter sites in minutes rather than months—was detailed by R. E. Lacy and C. E. Sharp, Signal Corps Engineering Labs, Fort Monmouth, N. J. They said experiments with this technique "show possibilities of making such surveys to within a limited but usable degree of precision within a matter of a few minutes time."

Use of standard test tape to check the magnetic tape recorder adjustments on which depend the faithful recording and reproduction of taped broadcasts was explained by J. Byrne Hull, Ampex Corp., Redwood City, Calif.

Ray R. Embree, KING-TV Seattle, discussed methods that stations may use to improve faulty network or remote pickup signals. He decribed specifically a new sync generator locking device called "Betterlok" which was developed to permit the reworking of home video signals that otherwise would not be broadcastable by a station of good standards.

Peter C. Goldmark, CBS Labs, reported on the automobile phonograph system which, developed by CBS Labs, is being used in Chrysler Corp. cars this year.

Other papers presented during the four-day convention included "Multipath Distortion of Tv Signals and the Design of a Corrective Filter" by A. V. Balakrishnan, RCA; "Pedastal Processing Amplifier for Television" by Ralph C. Kennedy, NBC; "High Stability Television Synchronization Generator" by F. T. Thompson, Westinghouse Electric Corp.; "A New Electronic Masker for Color Television" by J. H. Haines, Allen B. DuMont Labs; "A Color Camera for Closed Circuit Applications" by L. E. Anderson, RCA.

Accepting the Institute of Radio Engineers' 1956 Medal of Honor, highest award offered by the Institute he and two associates founded 44 years ago, John V. L. Hogan, of Hogan Labs, New York, last week voiced confidence that his dream for facsimile broadcasting will become a reality.

"For years we labored to put a 'facsimile newspaper' directly into the home or office, but we could not meet the glamorous competition of television," Mr. Hogan asserted. "I still believe that facsimile broadcasting will eventually be a reality, and I expect to see it as an indispensable public service. In the meantime, we are getting facsimile into the home by way of the press associations," he added, pointing out that United Press, Associated Press, and International News Service all are using our facsimile system and recording papers to deliver photographs to television stations for broadcasting and to newspapers for printed reproduction."

Mr. Hogan, who was principal speaker for IRE's annual banquet Wednesday night, also traced the growth of IRE from its original 44 members to its present 47,000 and, at the request of officials, sketched the background of some of his own numerous contributions to the electronics art. A short talk was made by Arthur W. Loughren, of Hazeltine Corp., incoming president of IRE.

Other awards were presented as follows: Morris Liebmann memorial prize to Kenneth Bullington, Bell Telephone Labs; Browder J. Thompson memorial prize to Jack E. Bridges, Magnavox Corp.; Harry Diamond memorial award to Wilbur S. Hinman Jr., Army Ordnance Corps, and Vladimir K. Zworykin television prize to Frank J. Bingley, Philco Corp.

Medicine by Electronics Foreseen by Dr. Zworykin

THE DEVELOPMENT of new electronic diagnostic techniques to help the doctor of the future by reporting on the physical condition of a patient and indicating the steps to be taken to treat ailments was foreseen last week by Dr. Vladimir K. Zworykin, electronics pioneer and honorary vice president of RCA.

Dr. Zworykin, who is chairman of the IRE professional group on medical electronics, offered his views during an IRE panel discussion on the subject, "Where Is Medical Electronics Going?" He pointed out that electronics appears to be the solution to the physician's problems of storing knowledge on a patient's condition, considering that the number of tests involved in medical diagnostic techniques is expanding continuously.

Dr. Zworykin suggested that electronics could be used to record simultaneously the information provided by a series of measurements, such as electrocardiogram, temperature and blood pressure. He indicated the recorded data might be in the form of deviations from a prescribed norm for the age, height and weight of the patients, which could be set on the testing apparatus.

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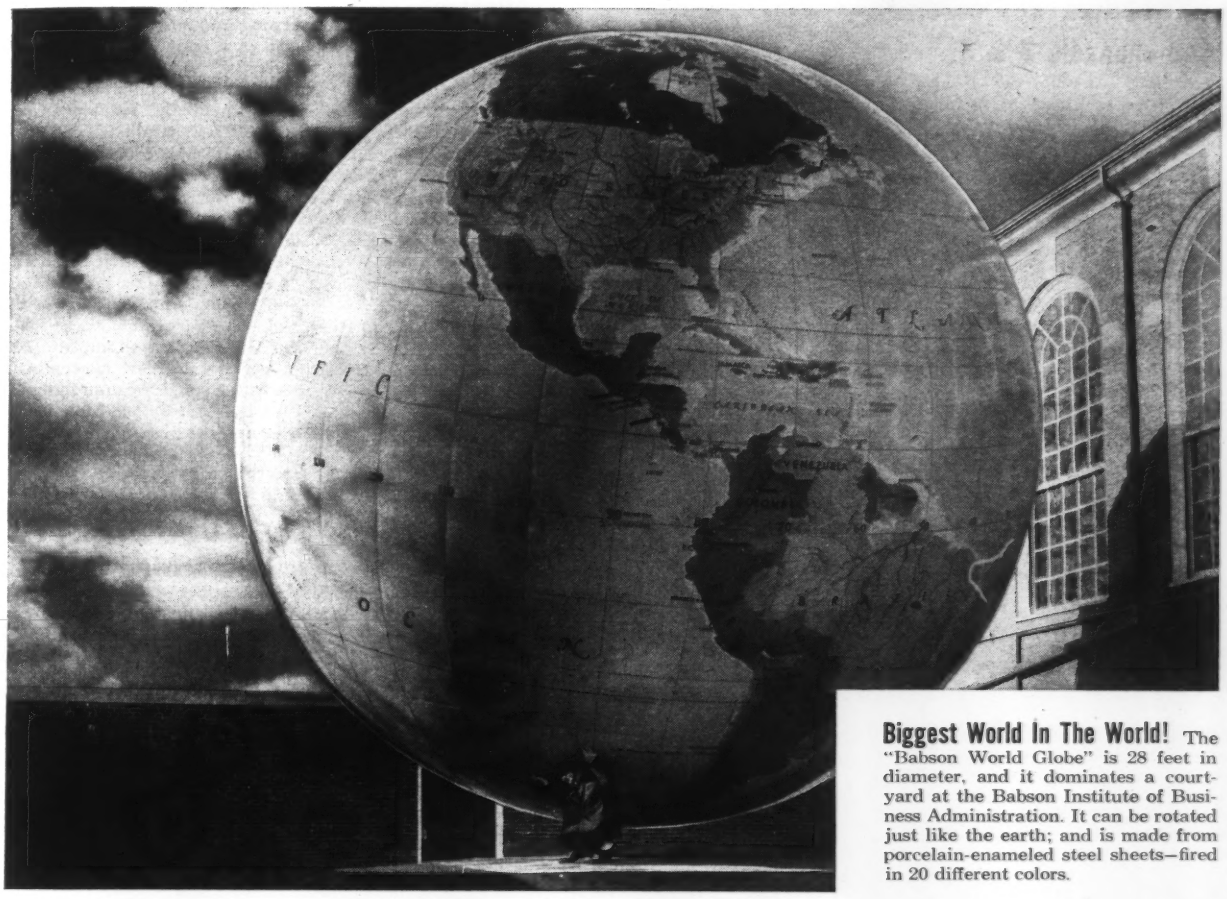
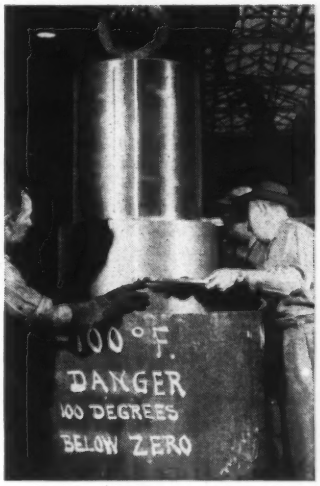


Biggest World In The World! The "Babson World Globe" is 28 feet in diameter, and it dominates a courtyard at the Babson Institute of Business Administration. It can be rotated just like the earth; and is made from porcelain-enameled steel sheets—fired in 20 different colors.

Just The Thing For The Kiddies. This handsome old coal burner was headed for the scrap yard cutting torch when the railroad donated it to a city park in Tacoma, Washington. To protect its vintage beauty, the locomotive is surrounded with USS Cyclone Fence. Cyclone is a trademark of United States Steel.



Chilly Bridge Trunnion. Steel contracts when it is cooled, so USS workmen soaked this trunnion in 2000 pounds of dry ice for 5 hours to make it fit into the hole in a sheave used in a lift bridge. After insertion, the trunnion expanded when warmed and formed an inseparable connection with the mating sheave. U. S. Steel's American Bridge Division built the bridge.

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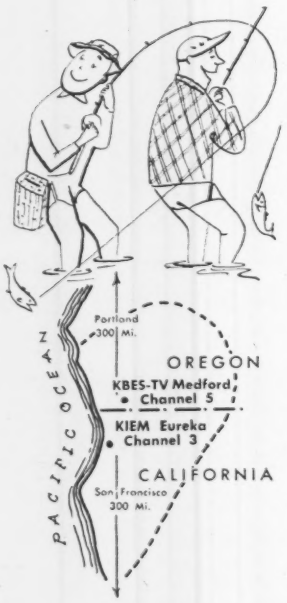

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POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

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ENGINEERS SHOWCASE WONDERS FOR IRE

Approximately 45,000 gather from all over the world to view 714 exhibits of the latest in electronic developments.

ALMOST five acres of space were jammed with latest electronics developments of all purposes and descriptions at the Radio Engineering Show held last week in conjunction with the Institute of Radio Engineers' 44th annual convention in New York (story, page 96).

A total of 714 exhibits overflowed Kingsbridge Armory into nearby Kingsbridge Palace to compete with 55 technical sessions (at which some 275 papers were presented) for the time and attention of upwards of 45,000 engineers assembled from all over the world.

Among the electronic apparatus and techniques demonstrated:

A redesigned line of closed circuit industrial and institutional tv equipment was shown for the first time by General Precision Lab, Pleasantville, N. Y.

Disc cathodes for narrow neck television tubes, designed to enable tv picture manufacturers to use a narrower neck and thereby cut the size of the deflection yoke and permit economies in the production of television tubes, was introduced by Superior Tube Co., Norristown, Pa.

A new concept for packaging electronic components, called PAC (for "packaged assembly circuit"), was displayed by Erie Resistor Corp., Erie, Pa., which said it simplifies automation for the electronics industry in that groups of parts such as resistors and capacitors are assembled together into a unitized package.

A subminiature transistor, said to be the smallest yet developed (more than 20 can be placed on a dime), highlighted the Philco Corp. exhibit.

A new type selenium rectifier, saving up to 50% in size and weight and designed for tv receiver applications, was exhibited by Federal Telephone & Radio Co., Clifton, N. J., a division of International Telephone & Telegraph Corp. The rectifier is said to provide the same electrical performance as conventional tv set rectifiers. A group of new transmitting tubes also was shown by Federal.

Texas Instruments Inc., Dallas, showed IRE delegates and visitors a new transistor "grown-diffused" technique which works with germanium and silicon at power levels above 100 mc and oscillating over 250 mcs per second. The transistors can be used in portable tv sets and all-wave, long distance radio receivers.

A radio operating from radiant energy of the sun was shown by International Rectifier Corp., El Segundo, Calif. Source of the power is a self-generating solar battery.

Continuous reproduction of latest telephoto news pictures were received on facsimile equipment made by the Allen J. Cardwell Mfg. Corp., Plainville, Conn. A scanning feature permits transmission of material continuously in any length without stops for loading drums or similar devices. Variable capacitors also were exhibited by Cardwell.

Another exhibit of high-speed, facsimile equipment in operation was presented by Alden Electronic & Impulse Recording Equipment Co., Westboro, Mass. Weather reports were transmitted at a rate of 81 square inches per minute via telephone lines from the New York Weather Bureau at the Battery to the Kingsbridge Armory in the Bronx.

A low-level, traveling-wave amplifier tube with a gain of about 25 db and low-noise figure of 6.5 db was displayed by RCA.

Sprague Electric Co., North Adams, Mass., displayed its new type electric condenser designed for miniaturization of electronic circuits. It is the size of the head of a wooden match and is designed for use with transistorized electronic devices.

A picture tube that permits "freezing" of the picture so that a particular scene can be held was demonstrated by Hughes Aircraft Co., Culver City, Calif. Called Tontron, it is described as "a five-inch cathode-ray half tone direct-viewing tube," with its immediate application in airborne radar.

A wide line of systems for industrial television and mobile radio communications equipment was displayed by Allen B. DuMont Labs, including the DuMont tele-eye and image orthicon pick-up systems for use in industrial television.

A new system for aluminizing tv picture tubes, in which each part evacuates and coats two tubes with a single vacuum pumping system, was shown by F. J. Stokes Machine Co. (high-vacuum equipment division), Philadelphia.

New Tv Power Unit Takes 70% Less Area

RCA HAS DEVELOPED a power supply unit for use with television equipment which "reduces tube and space requirements by more than 70%," it was announced last week by Dr. James Hillier, chief engineer, RCA commercial electronic products.

The new power supply (WP-15) is scheduled for commercial availability in May and will sell for $675, Mr. Hillier said, adding that this is believed to be "the lowest price for power supplies of its output class."

He said it produces 1,500 milliampere output, requires only 10½ inches of rack space, and provides "more than 250% more usable power than previously available RCA types." Pointing out that the unit is designed for both commercial and closed-circuit television operations, Mr. Hillier said:

"Development of this power supply represents an important contribution to more efficient and economical television broadcasting. Significantly smaller, simpler and more efficient than previously available power supplies, the new unit will enable broadcasters to conserve studio space, reducing operating costs and simplify maintenance and replacement-parts inventory."

As an example of WP-15's space-saving potential, Mr. Hillier said that one unit will serve the current requirements of a complete black-and-white live or film tv camera chain, including the master monitor, compared with two appreciably larger-size supplies currently required. He said that two of the WP-15 power supplies will serve the current needs of a complete color tv live camera chain, compared with the full rack of power now needed.

New Firm for Tv Equipment

A NEW FIRM—American Microwave Corp., with plant at 11754 Vose St., North Hollywood, Calif.—has announced its entry into the tv equipment field. The company is engaged in the design, development and manufacture of tv studio equipment, microwave systems and specially-ordered electronic equipment. President of AMC is Fred W. Bailey, formerly secretary-treasurer and sales manager of Lambda-Pacific Engineering Inc., Van Nuys, Calif., equipment manufacturer. Harold W. Jury, formerly with CBS-TV, is chief engineer.

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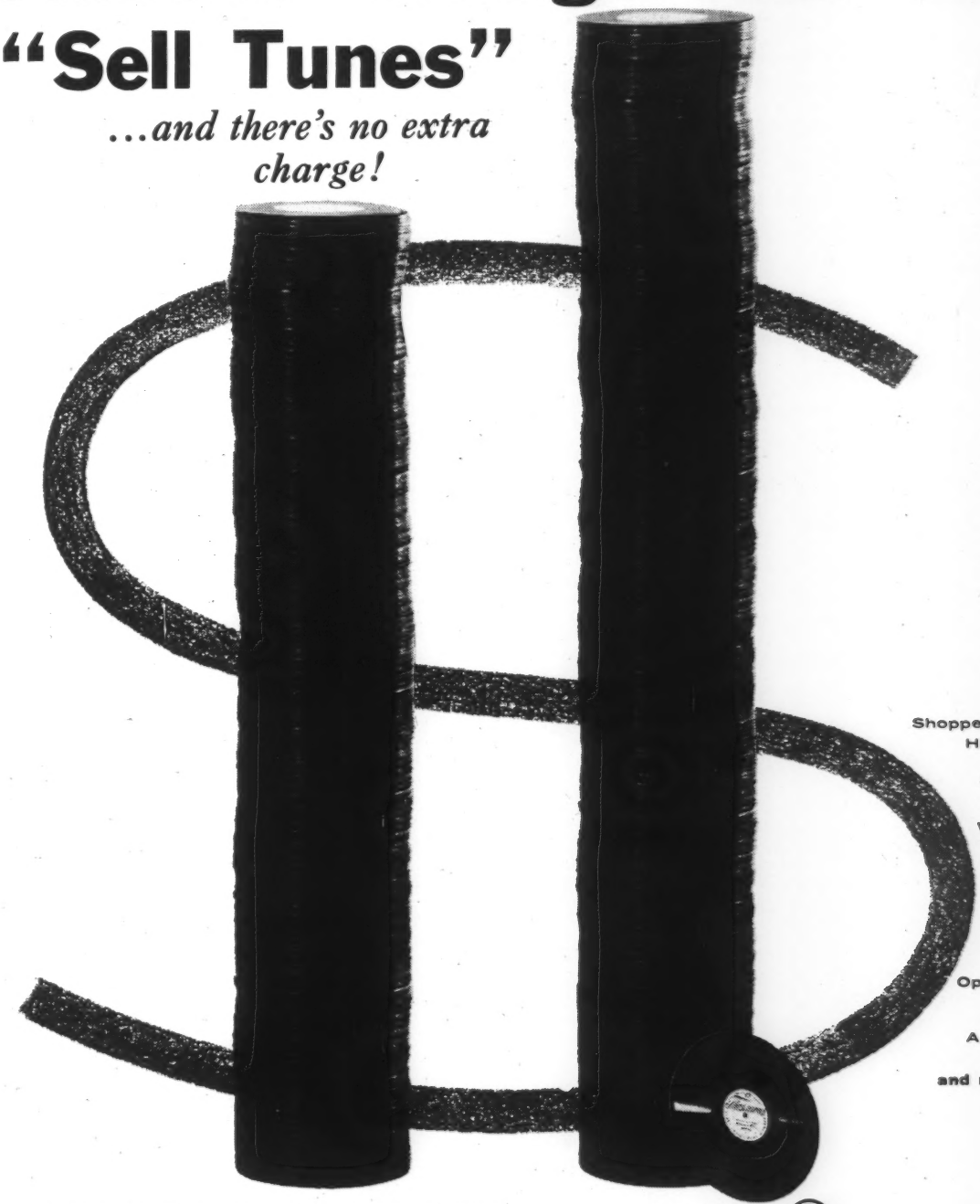

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Zenith Reports 1955 As Most Profitable

IN ITS 1955 annual report, Zenith Radio Corp. described the past year as the "most profitable complete fiscal period" in the firm's history.

Earnings after taxes and reserves totaled $8,034,491, compared with $5,676,264 in 1954. Consolidated sales were up from $138,608,360 to $152,905,005 in 1955 for a 10% increase. Net working capital jumped more than $6.5 million from 1954 to over $34 million.

Comdr. E. F. McDonald Jr., president, said the company's unit production and sales of tv receivers increased 33%, with output and sales the highest in Zenith history. The firm realized over half of total industry business in production of am-fm receivers last year, Comdr. McDonald's report continued.

In dealing with color tv, the report said progress has been made and that further study is underway. It also contemplated launching large-scale production of regular models on "very short notice."

Data Released on January Radio-Tv Sales, Shipments

RETAIL sales of radio sets (excluding auto sets) in January were well above the same 1955 month, with tv sales showing a decline, according to Radio-Electronics-Tv Mfrs. Assn. Radio sales totaled 531,206 sets in January, a four-week reporting month, compared to 474,945 in January 1955 and 1,388,801 in December 1955, a five-week month. Tv sales totaled 614,213 in January compared to 933,467 in December and 647,585 in January 1955.

RETMA also found that 623,790 tv sets were shipped to dealers during January compared to 800,192 in December and 637,479 in January 1955.

Following are tv set shipments to dealers by states for January 1956:

State	Total	State	Total
Alabama	10,103	New Hampshire	2,804
Arizona	3,650	New Jersey	21,241
Arkansas	8,595	New Mexico	2,327
California	42,184	New York	68,459
Colorado	5,465	North Carolina	13,889
Connecticut	9,282	North Dakota	2,011
Delaware	1,463	Ohio	34,445
Dist. of Columbia	6,479	Oklahoma	9,442
Florida	20,896	Oregon	8,418
Georgia	12,994	Pennsylvania	42,482
Idaho	2,979	Rhode Island	3,427
Illinois	31,891	South Carolina	6,256
Indiana	17,691	South Dakota	2,765
Iowa	7,857	Tennessee	11,862
Kansas	7,504	Texas	34,985
Kentucky	11,730	Utah	2,381
Louisiana	11,220	Vermont	2,025
Maine	4,529	Virginia	12,752
Maryland	8,962	Washington	9,151
Massachusetts	21,416	West Virginia	7,707
Michigan	26,121	Wisconsin	10,634
Minnesota	9,498	Wyoming	853
Mississippi	5,099	U. S. TOTAL	622,660
Missouri	16,126	Alaska	307
Montana	2,001	Hawaii	823
Nebraska	6,099	GRAND TOTAL	623,790
Nevada	510		

Tower for WSM-TV Nashville To Be Built of New T-1 Steel

A NEW ALLOY developed by United States Steel Corp., T-1 steel, will be used in the construction of a 1,379-foot tower for WSM-TV Nashville, Tenn. The tower will be a "prototype of the tall tower of the future," according to the Blaw-Knox Co., Pittsburgh, which is engineering the structure.

A. H. Jackson, manager of Blaw-Knox Equipment Div., said that T-1 steel is approximately three times as strong as structural steels used in many of today's modern skyscrapers. The steel is readily weldable and has the added advantage of having four times the atmospheric corrosion resistance, he reported.

"Even though the steel is higher per pound, because of the cumulative savings which can be made through design, the cost for each tower is less," said Mr. Jackson. "Because T-1 is so much stronger than carbon steel, each component member of the tower will be appreciably smaller in diameter, thus exposing less tower surface to the heavy winds for which they must be designed."

Cumulative savings to the buyer pyramid as the weight of the tower goes down, Mr. Jackson said. Shipping charges, erection costs, smaller guy wires to support the tower in place and less concrete for anchors and the supporting base all figure in the tower bill, he added.

General Electric Co. is general contractor for the new WSM-TV tower.

Tv Set in Every Room By '57, Siragusa Avers

TELEVISION will find itself in the same set-in-every-room category as radio next year, with new lightweight tv receivers accounting for perhaps half of an expected sales volume of 10 million sets, Ross D. Siragusa, president of Admiral Corp., asserted last week.

Mr. Siragusa, addressing the Installment Credit Conference of the American Bankers Assn. at the Jefferson Hotel in St. Louis last Monday, also said the new portable models will find a ready market among hotels, hospitals, offices and institutions. Admiral plans to introduce the personal models within three months.

A minimum of seven million monochrome sets will be sold this year, along with about 200,000 color units, according to Mr. Siragusa. He claimed color tv has arrived but "strictly for the carriage trade."

Dage to Show C-C System

AGREEMENT between Dage Television Div. of Thompson Products Inc. and Skiatron Electronics & Television Corp. for use of Skiatron's so-called "dark trace tube" in closed-circuit tv is being announced in New York today (Monday). The tube makes possible pictorial retention as long as desired of such information as bank records, stock exchange data, signatures and weather maps after having been transmitted over telephone wires via Dage's "data-vision" system. Dage Div. plans a national campaign to introduce its system using the Skiatron tube to business, financial and government leaders. A demonstration is planned in New York, Dage said. A minimum delivery of $426,000 worth of tubes has been set, with preparations being made to handle 10 times this amount.

MANUFACTURING SHORTS

Axel Electronics Div., Axel Brothers Inc., Long Island City, N. Y., announces re-location of division's administrative, laboratory and production facilities to five-story plant at 134-20 Jamaica Ave., Jamaica 18, N. Y.

ORRadio Industries, Inc. (Irish Brand magnetic tape), Opelika, Ala., appoints J. K. Dooley Co., Seattle, Wash., as Pacific Northwest representative.

Plastilex Products Inc., Phila., incorporates spherical design concept in round high-fidelity speaker enclosure said to do away with cabinet resonance and eliminate possibility of distortion caused by standing wave. "Sonosphere" is molded from plastic by process designed to provide acoustically reflective outer surface and

NOW

more power for the best
music on the air

WQXR

Radio station of
The New York Times

50 KW

absorptive, flexible inner surface. Unit, 18 in. in diameter, weighs six pounds, rests in wrought iron tripod, and sells for $53.50 alone or $69.50 equipped with Duotone 9770M loudspeaker manufactured by Philips of the Netherlands.

Electro-Voice Inc., Buchanan, Mich., has issued comprehensive Bulletin 222 on high-fidelity power amplifiers. Bulletin also includes information on new E-V 100 w high fidelity amplifier for multi-speaker installations and professional applications.

Sound Electronics Laboratories, Div. of G. H. Poulsen & Co., Toledo, Ohio, announces long-play tape cartridge, said to be first to play full hour at 7½ inches per second. Fidelipac cartridge, slightly larger than standard 1200-ft. reel in one-hour size, also comes in half-hour and 15-minute sizes. Enclosed in plastic case, cartridge is inserted in playing device without exposing tape to handling. Anticipated market is in pre-recorded tape field, and in radio-tv stations for commercials and id's. Price of player unit is expected to be under $40, with player-recorder units slightly higher.

Gray Research & Development Co. Inc., Manchester, Conn., has introduced custom built high fidelity system of sound reproduction for use in hotels, restaurants, schools, colleges, churches and private homes. System consists of Gray "Viscous Damped" tone arm, turntable, amplifier and pre-amp, and speaker. Gray also announces high-fi demonstration system for record dealers. System includes above components plus plans for listening booth.

Federal Civil Defense Administration has placed contract with DuKane Corp. (sound amplifier equipment), St. Charles, Ill., involving research and engineering project to develop mass voice communications for Civil Defense, agency announces. FCDA said work would be concentrated on transistorized amplifiers (replacement of vacuum tubes with transistors), aircraft-to-ground communications (development of voice amplifiers for light planes) and voice sound application study (on street noises).

Elgin National Watch Co., electronics division, Elgin, Ill., enters ceramic phonograph cartridge field with production of new line of precision-engineered cartridges. Line features lightweight cartridge with osmium needle for lp speeds and sapphire for 78 rpm records. Product to be marketed by American Microphone Co., Pasadena, Calif., Elgin affiliate.

Donner Scientific Co., Berkeley, Calif., has developed Donner Wow and Flutter Meter to detect speed variations in recording or playback equipment. Meter being marketed to dealers and servicemen.

Animation Equipment Corp., New Rochelle, N. Y., announces new combination Oxberry 35mm-16mm process camera specifically designed for animation and optical printer work. Unit can be quickly changed from 35mm to 16mm without need for critical realignment. Features include shuttle-type movement with fixed pilot pin registration, rack-over mechanism for animation work, socket drive for portable and stationary stop-motion motors, hand and automatic dissolve mechanisms.

Reception Puzzle Solved

OFFICE TENANTS of New York City's Empire State Building at long last are able to get satisfactory reception on their television sets. Programs telecast over all tv channels serving the metropolitan New York area are transmitted from the towering mast atop the famed building, and diagnosis of the bad reception on sets within the building was that tv waves emanating from the mast flowed out horizontally into the atmosphere away from the structure, instead of flowing downward. Bell Television Inc., N. Y., now has solved the problem by installing a specially-built master antenna.

TWO CHECKS amounting to $553,428 are presented to Technical Operations Inc., Arlington, Mass., marking the formal acquisition by Western Union and American Broadcasting-Paramount Theatres Inc. of a 22% stock interest by each company in the nucleonics and electronics firm. L to r: Dr. Frederick C. Henriques, president of Technical Operations, accepts the two checks (each for $276,714) from Leonard H. Goldenson, president of AB-PT, and Walter P. Marshall, president of Western Union.

LEL Inc., Copiague, N. Y., has developed new broadcast band transistor wrist radio. Special RF reflex circuit provides good selectivity and unusual sensitivity, company says with no antenna required in moderate signal strength areas. Company also has added new preamplifier to IF amplifier line, model IF 31, featuring cascade input circuit. Typical specifications are 30 db gain, 1.4 db noise at 30 mcps. It is available with custom modifications to any practical bandwidth and center frequency with either single or balanced input.

Magnavox Co., Fort Wayne, Ind., has added Spartan line of tv receivers to company-built products. Five models, available through former Sparton dealers, range from $179.95 to $339.95.

Sylvania Electric Products Inc., Electronic Systems Div., has moved headquarters from Buffalo to Waltham, Mass.

Entron Inc., Bladensburg, Md., appoints Hytronic Measurements Assoc., Denver, to assist with sales and applied engineering in installation of Entron community tv and industrial tv system in Rocky Mountain states. R. D. Bowen Sales Co., Denver, represents Entron for new line of jobber items in that area.

RCA Tube Div., Harrison, N. J., has placed new oscillograph tube (RCA-1EP1) on market. It has diameter of 1¼ inches and is intended primarily for use in lightweight portable equipment or in continuous monitoring service for large electronic equipment.

Kay Lab, San Diego, Calif., announces industrial tv system No. 1985, said to provide increased sensitivity and reliability. System consists of small camera weighing under five pounds, camera control and monitor, with accessories available. Equipment incorporates removable plug-in subassembly construction.

Hycor Div., International Resistance Co. (audio, electrical components, equipment), has opened large plant in Sylmar, Calif., at 12970 Bradley Ave.

Audio Fair and Hi-Fi Music Show will be held at Hotel New Yorker, N. Y., Oct. 4-6. Harry N. Reizes will be director of event.

Presto Recording (turntables, disc and tape recorders), Paramus, N. J., announces 50% increase in turntable production to meet heavier demand for Pirouette model. Company also is expanding advertising budget. Presto records for all products show 20% rise for last quarter of 1955 over same period of preceding year, and biggest January sales in recent years for 1956.

Raytheon Mfg. Co., Waltham, Mass., reports net earnings of $742,000 on sales of $42,958,000 after provision of $830,000 for U. S. income taxes for quarter ending Feb. 29, third quarter of fiscal year.

MANUFACTURING PEOPLE

Dr. Harold Goldberg, director of Emerson Radio & Phonograph Corp.'s research lab in Washington since its inception in 1953, elected vice president in charge of research, N. Y. He will be succeeded in Washington by **Dr. Donald P. Burcham,** assistant lab director, also with Emerson since 1953.

Richard A. Kleine, Baker Mfg. Co. Tower Div., Evansville, Wis., to Rohn Mfg. Co. (tv and communications towers), Peoria, Ill., as sales manager.

MR. KLEINE

Dan R. Cavalier, national sales manager, ARF Products, Chicago, and formerly vice president in charge of sales and development, WGMS Washington, to Magnavox Co., Fort Wayne, Ind., as sales promotion manager. **Albert G. Nelson,** treasurer, Handy Mfg. Corp., Union City, Ind., to Magnavox as general auditor. **Paul B. Lovegren,** assistant director of purchases, Magnavox, appointed sales manager of speakers and capacitors.

John F. Gilbert, salesman, midwestern district of CBS-Hytron (tubes, semiconductors), subsidiary of CBS Inc., Danvers, Mass., appointed midwestern district sales manager, with headquarters in Overland Park, Kan. **Donald E. Smith,** formerly midwestern district sales manager, to Chicago as central district manager, succeeding **Herbert L. Reichert,** appointed midwest regional manager.

J. P. Brocki, Bendix Aviation Corp. tv and broadcast receiver division, Baltimore, Md., appointed television service manager.

Frederick W. Gifford, auditing department, General Electric Co., Syracuse, N. Y., to finance manager, semiconductor products section, electronics division.

William R. Campbell, onetime district sales representative for Zenith Radio Corp., rejoins firm in similar capacity, covering Los Angeles and San Diego, Calif., Phoenix Ariz., and El Paso, Tex.

Raymond Loewy, designer signed with television set manufacturing division of Westinghouse Electric Corp. Metuchen, N. Y., to re-design Westinghouse 1956 line of tv receivers and style new line of sets.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

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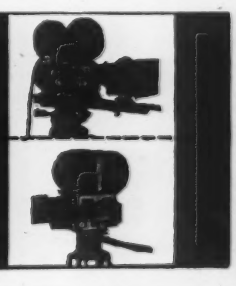

U. S. SPONSORS AID CANADIAN TALENT

Subsidiary firms are sponsoring locally-produced shows on Canadian television, giving big boost to development of local performers.

A GROWING NUMBER of Canadian subsidiary companies of U. S. firms are sponsoring live Canadian television programs as a contribution toward development of Canadian television talent. Most recent of these shows is the new weekly *Graphic* half-hour show, in which Canadians in all walks of life are interviewed on a format similar to that of Edward Murrow's *Person to Person* show. *Graphic* is sponsored on all English-language Canadian tv stations by the Ford Motor Co. of Canada.

A basic undertaking of the Canadian Broadcasting Corp. is that it develop Canadian talent for tv. The Canadian government, in setting up radio and television legislation, required that programs must utilize Canadian talent to a large extent. CBC, as the government corporation assigned to look after radio and television, has had to find and develop the local talent. Large advertisers were asked to help underwrite the development of Canadian talent by paying a major portion of the production costs of Canadian programs. Subsidiaries of U. S. companies have played a big role in this development.

Currently about half of all tv shows carried on Canadian stations are Canadian productions, and a good portion of these are sponsored by local companies and U. S. subsidiaries.

While *Graphic* is the newest of these Canadian-produced shows, it is not Ford Motor Co. of Canada's first entry in the field. Ford has sponsored live Canadian tv shows practically since Canadian tv began in the fall of 1952, and similarly has sponsored Canadian radio shows for many years.

General Motors of Canada has for some years sponsored the half-hour *G. M. Theatre* on Canadian tv stations. Standard Brands, National Biscuit Co. and British Cadbury Chocolates have for the past year sponsored a Canadian version of the *Howdy Doody Show*. Colgate-Palmolive of Canada sponsors on alternate weeks the French-Canadian family show, *The Plouffe Family*, on all English-language tv stations. Frigidaire of Canada and Standard Brands sponsor, on alternate weeks, *Cross Canada Hit Parade*, a program of top tunes.

Procter & Gamble of Canada Ltd. each Saturday night has a half-hour dramatic show, *On Camera*, live from Toronto. Canadian General Electric presents a Sunday evening half-hour variety program, *Showtime*. Lever Bros. of Canada has a half-hour variety program, *The Denny Vaughan Show*. Sunbeam Electric of Canada has another variety program on Wednesday evenings, *Jackie Rae Show*.

On French-language television most of the shows are of Canadian origin, since there is not as great a number of film imports and no network shows are available from the U. S. Here, international advertisers of French-language shows include S. C. Johnson & Co., Pepsi-Cola of Canada, Procter & Gamble of Canada, Waterman Pen Co. Ltd., General Foods of Canada, General Motors of Canada, Coca-Cola Ltd., Remington-Rand Ltd., Colgate-Palmolive of Canada and Prudential Insurance Co. of America.

Numerous other international advertisers are seen on Canadian tv stations, both English and French, many with only announcements, but others with U. S. network shows and film shows.

Leading Canadian advertisers also help in producing live local tv programs. International Varnish & Dominion Linoleum Ltd. sponsor jointly a quarter-hour weekly do-it-yourself program, *Mr. Fixit*. Canadian Canners Ltd., for its Aylmer brand foods, sponsors a weekly popular musical show, *Holiday Ranch*, highest rated Canadian-produced live tv show. MacDonald Tobacco Ltd. has a weekly half-hour Canadian sports show. Canada Packers Ltd. sponsors a weekly talent hunt program, *Pick the Stars*. Imperial Oil Ltd. has the weekly *NHL Hockey* games on both tv and radio. Mother Parker's Tea Co. sponsors *Musical Mysteries*, a weekly quiz show.

On French-language Canadian tv Robin Hood Flour Mills, Steinberg Food Markets, Lowney's Chocolates, O'Keefe's Brewery, Dow Brewery, Molson's Brewery, Imperial Tobacco Ltd. and Imperial Oil all sponsor live shows of half-hour or more duration.

In addition to these commercially sponsored live shows, CBC also is producing a large number of sustaining live shows featuring Canadian talent. Some of these, it is expected, will eventually be sponsored. CBC produces, under its legislated instructions, Shakespearean dramas, classical and new Canadian operas and operettas, pop concerts and a great number of discussion programs. Its national tv news service is highly rated.

Canadian television is only 3½ years old. It has progressed rapidly. Toronto and Montreal are busy production centers. U. S. companies with Canadian subsidiaries can take credit for playing an important part in development of Canadian talent. It has been costly, especially since most of these companies had U. S. network shows which could have been imported.

TYPE 120-D

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FIELD INTENSITY METER

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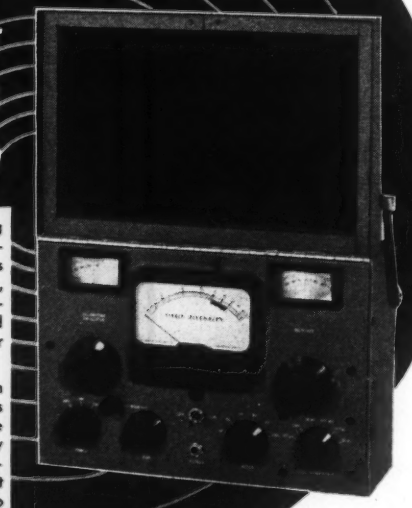

A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

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Three-Day CARTB Meeting Starts Today in Toronto

DISCUSSION of problems affecting the Canadian broadcasting industry will take a full day of the three-day annual meeting of the Canadian Assn. of Radio & Television Broadcasters at the Royal York Hotel, Toronto, Ont., today (Monday) through Wednesday. Wednesday will be devoted to a closed business session.

On the agenda, in addition to various committee reports and reports from executives, will be discussion on scheduling practices on spot announcements, structure of future meetings, cooperative advertising development and standard accounting. New Dept. of Transport requirements on proof of performance regulations and the licensing of monitor receivers on police calls will be discussed at the afternoon session.

The television station members will have an additional half-day business meeting tomorrow afternoon when problems affecting news exchange, film importation and other matters will be discussed.

CFCY-TV Plans June Start

CFCY-TV Charlottetown, P.E.I., ch. 13, plans to start telecasting June 1. Transmitter and studio building have been completed, installation of equipment is now underway, and the antenna tower (583 ft.) is to be erected soon. The station will have 79 kw video and 38.5 kw audio power. It is represented by All-Canada Television, Toronto, Ont.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

How good are **your** teeth ?

Only circus performers, like the one shown here, risk life and limb by using their teeth. Nevertheless, good teeth are mighty important to all of us.

Your teeth deserve good care for many reasons. They aid in maintaining general health, for unless food is chewed properly, it cannot be easily digested. Healthy teeth also make us look more attractive and help us speak clearly.

Yet, almost none of us escape dental troubles—as shown by these findings from the American Dental Association:

1. Too many Americans have lost half of their natural teeth by age 40.

2. The number of cavities occurring in the teeth of children between 6 and 18 years old runs into the millions.

Dental discoveries of great value to children have been made in recent years. For instance, direct applications of sodium fluoride to a child's teeth may prevent as much as 40 percent of the cavities that otherwise might occur.

Because early dental care is so important, visits to the dentist should start around age three. While little or no treatment may be needed at this age, it is a good idea simply to let the child meet the dentist. The first visit, if made pleasant and interesting, can give the child a favorable attitude toward future dental care.

Adults should also see the dentist regularly . . . at least twice a year. His examination, including X-ray studies when necessary, can reveal hidden trouble. If unhealthy conditions of the teeth and gums are not treated early, they may lead to premature loss of teeth.

Many dental procedures have been vastly improved. Even the dental drill has been modernized and making and fitting bridges and dentures has become such a fine art that wearers soon cease to be conscious of them.

Preserving the teeth and gums also depends largely on good daily care, including regular brushing and proper diet. Care of the gums is particularly important because healthy gums affect both general health and good appearance. In fact, good daily care, coupled with regular dental check-ups, can greatly increase the chances of keeping most of one's teeth throughout life.

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Your valuable dollars never had it so good. They go farther in terms of cost-per-thousand, and realize amazing results in terms of sales.

Powerful 10 "brings home" your message in Providence, Worcester, Fall River, New Bedford, Brockton and New London. No wonder it's good arithmetic to buy Dominant 10!

WEED Television,
National Representatives

NBC

NBC Basic–ABC Supplementary

WJAR-TV
CHANNEL
10
PROVIDENCE
RHODE ISLAND

Moscow Hears 'Voice' Intelligibly, Says King

VOICE OF AMERICA Russian-language programs can be received "intelligibly" in Moscow despite Soviet jamming, Gene King, program manager of the U. S. Information Agency's broadcasting service, reported upon his return from a tour of the Russian capital, Warsaw, Poland, Budapest, Hungary, and Belgrade, Yugoslavia.

Mr. King, who spent eight days in Moscow during the 20th Communist Party Congress there, said he heard "intelligible," although not perfect VOA reception of programs such as *Panorama, USA*, and *Music, USA* on a receiver in the American Embassy in Moscow during his stay there. He said English language VOA programs beamed behind the Iron Curtain were not jammed. He also heard Czech and Hungarian language VOA programs which were not jammed.

In Warsaw, he heard VOA Polish language programs which were jammed, but the jamming "would fade and the Voice would ride right over it."

He said the people in Warsaw are "fantastically anti-regime," and that he was told there is never a time when the Voice can't be tuned in "on some frequency." The people behind the Iron Curtain, he said, are "hungry for news of the outside." The Voice, he claimed, does not try to "propagandize" but "gives the facts."

Mr. King said jazz is popular behind the Iron Curtain and that jazz records are even played on satellite radio stations. He said he believed the VOA is "on the right track" in programming jazz and that the Voice expects to increase its sports coverage, since sports are immensely popular in Russia and other Iron Curtain countries.

He declared it is no longer a penal offense to listen to Voice broadcasts behind the Curtain, although those who keep the U. S. programs tuned in all the time may get into trouble. He said there is "no new evidence" that VOA programs are widely heard in Red countries but that the potency of Voice broadcasts are evident by Russian attempts to jam them, attacks on them by Soviet officials and statements of defectors and refugees who flee to the West.

Mr. King reported he rode on a train with a Polish delegate to the Red Congress who said he listened to VOA programs "all the time." He said Moscow tv programming was "very good"; that the city "looked like New York City in the old days—every shack had an antenna."

$1 Million in Yugoslav Tv

THE YUGOSLAV GOVERNMENT has allocated a sum of 300 million dinars ($1 million) for television purposes. A major portion of the fund is to go into research and tv set manufacturing. At the present time there are two plants engaged in small-scale set making in the country.

Canada Sets Top 2 Million

THERE WERE 2,038,689 tv sets in Canada at the end of January, according to tabulations of All-Canada Television and the Radio-Electronics-Television Manufacturers Assn. of Canada. This included 52,514 sets added during January. Regionally, Ontario province continues to have the largest number of sets (almost half the total in Canada), 969,277, followed by Quebec with 580,154, the three western prairie provinces of Manitoba, Saskatchewan and Alberta with 216,869 sets, British Columbia with 159,757 sets, and the four Atlantic coast provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland with 112,632 sets.

Grace-Prince Wedding Live On Monte Carlo Tv Station

WHILE American video outlets will depend on film clips flown to the U. S., some 5,000 set-owning inhabitants of Monaco will be able to watch the Grace Kelly-Prince Rainier III nuptials April 18-19 live. Additionally, telecasts will be fed by relay to Eurovision, a network of eight European countries with an estimated six million sets, according to Joe Marty Jr., general manager of Admiral Corp.'s electronics division, Chicago, who reported a telephone conversation with Rene Lescieux, manager of Tele-Monte Carlo.

In Monte Carlo, Monaco's largest city, other residents will be able to view the celebrated wedding on theatre television, according to Mr. Marty's report.

The Monte Carlo station operates with 3 kw on French ch. 2 (188-202 mc) under the French 819-line system, programming about four hours daily, the bulk of it in film. It is a commercial outlet, partly owned by the principality of Monaco, but receives government subsidies. It has been operating since January 1955.

'Monitor' Rights Obtained For Australia by MacQuarie

AS part of an agreement completed last week, the MacQuarie Broadcasting Co., Australia, has obtained the name and the format of NBC Radio's weekend service, *Monitor*. MacQuarie and NBC Radio also have entered into an arrangement providing for an interchange of material carried on *Monitor* in the U. S. and in Australia [B•T, March 12].

Al Capstaff, executive producer of NBC Radio's *Monitor*, said the weekend service soon will offer sports features on such Australian figures as miler John Landy and tennis stars Ken Rosewall and Lew Hoad. The arrangement also will give *Monitor* access to 1956 Olympic coverage by the MacQuarie company's key station, 2GB Sydney, according to Mr. Capstaff.

Commercials on 'Official' Tv Hit by West German Experts

WEST GERMAN radio and tv experts who are associated in the Arbeitskreis fuer Rundfunkfragen (Working Committee on Radio Problems) have taken a strong stand against letting existing quasi-official stations make commercial tv broadcasts. The committee, which is made up of independent members, instead proposed independent commercial tv stations and criticized preparations for commercial tv already underway at four different non-commercial tv stations; South German Radio, Hesse Radio, South West German Radio and Free Berlin Station.

The argument is that existing non-commercial stations have a monopoly in broadcasting and that giving them the right to enter the commercial field would be unfair to private business. Present plans of the four stations call for a daily segment of 30 minutes to be reserved for commercial broadcasts.

CBC to Consider 5 New Station Bids

THREE APPLICATIONS for new radio stations and two applications for a television station at Victoria, B. C., are included in the agenda for the 100th meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa March 28. In addition, a number of transfers of control for radio stations are to be heard at the meeting.

Television station applications are by CKDA Victoria, for a station on ch. 6 with 1.8 kw video and 900 watts audio power and antenna 269.5 ft. above average terrain; and by International Television Corp. Ltd., for a ch. 6 station at Victoria with 4.1 kw video and 2 kw audio power and antenna 194 ft. above average terrain.

New radio stations are being asked by Richard Digby Hughes at Portage La Prairie, Man., 250 watts on 1570 kc; at Burlington, Ont., by D. B. Williamson, a daytime station with 500 watts power on 1320 kc, and at Port Hope, Ont., by Foster M. Russell, a daytime station with 1 kw power on 1500 kc.

CFRN-TV Edmonton, Alta., ch. 3, is requesting an increase in power from 27.4 kw video and 13.7 kw audio to 180.3 kw video and 90.4 kw audio. Antenna height would remain at 441 ft. CJIC-TV Sault Ste. Marie, Ont., is requesting a power increase on ch. 2 from 5.16 kw video and 2.58 kw audio to 28 kw video and 15 kw audio, with antenna at 225 ft. CKCK-TV Regina, Saskatchewan, on ch. 2, is asking for an increase from 18.9 kw video to 100 kw video, and from 10 kw audio to 53.5 kw audio, with antenna at 588 ft. above average terrain.

CFCF Montreal, Que., wants a change of transmitter site for its 5 kw station on 600 kc, oldest of Canada's radio stations. New site near Montreal, with use of directional antenna, is being planned.

CJBQ Belleville, Ont., 250 watt station on 1230 kc, wants to increase power to 1 kw on 800 kc. CJET Smiths Falls, Ont., is requesting power increase from 250 watts to 1 kw on 1070 kc.

Change in ownership is being asked for a second time by CKNW New Westminster, B. C., a suburb of Vancouver. Owner Bill Rea Jr. has been in ill health for a over a year. Present request is for change of ownership to a group composed of Inglewood Investments Ltd., Southam Co. Ltd., and Muro Investments Ltd., or to a group composed of two investment companies. Previous application to change ownership to Southam Co. Ltd. was turned down because company already owned part of CFAC Calgary, Alta.; CJCA Edmonton, Alta., and CHCH-TV Hamilton, Ont.

CHEF Granby, Que., and CKLD Thetford Mines, Que., also are requesting a change in ownership.

CKLW and CKLW-TV Winsdor, Ont. (opposite Detroit), whose request for transfer of some shares of the company to Famous Players Canadian Corp. was turned down last year [B•T, Dec. 12, 1955], is now asking for authority to transfer 3,781 common shares to RKO Distributing Corp of Canada Ltd., Toronto.

Argentine Dubbing Studio Set

A COMPLETE dubbing studio for American-made tv films has been established in Buenos Aires, Argentina, by Productores Independientes de Dibujos Animados S.R.L., a subsidiary of Champion Radio & Tv Products Ltd., Tokyo, Japan, it was announced by Arnoldo E. Mirkowicz, representative of the company.

Advertisement

From where I sit *by* Joe Marsh

Information "On The Line"

I was reading the other day how a person can get all sorts of things just by dialing a number on his telephone.

In New York you can get the time, the weather, or a prayer. In Philadelphia it's the stock reports. In Boston a voice tells bird watchers what's to be watched in the park.

Over in Europe, they go further. Vienna offers a five-minute fairy tale for kids. In Switzerland you can get the news in any of three languages. And a couple of places have "talking menus" for desperate housewives.

From where I sit, it doesn't matter if ideas are put out by telephone, through editorials, or in person—as long as we can take them or leave them. I happen to like a glass of beer with my supper. You may prefer coffee, tea or branch water. Well, there's no harm in "listening" to another's opinions . . . but if he should try to force them on you, it's always an American's privilege to simply "hang up!"

Joe Marsh

Copyright, 1956, United States Brewers Foundation

Buckey Walters, platter-spinner deluxe, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano background. ONE announcement on his "Tune Time" program produced 3,653 replies!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
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25,000 SQUARE MILES

of heavily populated rich farmlands and industrial communities in Illinois and Iowa are covered by

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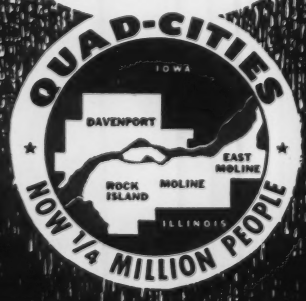


WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

INTERNATIONAL

Radio, Tv Set Production, Sales Rise in West Germany

WEST GERMAN set manufacturers in 1955 made 3,001,731 radio sets compared to 2,840,566 in 1954. The 1955 sets were valued at the deutschmark equivalent of $113.5 million, compared to $112.9 million in 1954. Output of television sets in 1955 was 330,112, which is more than twice the 1954 figure of 147,147. Tv set total output of 1955 is valued at $42.1 million against $21.4 million in 1954.

Manufacturers explain increases by pointing to a trend toward less expensive radio sets and a general retail price cut for tv sets in 1955. Radio set exports in 1955 totaled 1,183,000 (against 867,000 in 1954) valued at $46.4 million. Tv set exports during the same period totaled 26,734 (19,023 in 1954) valued at $3.3 million.

Set imports in 1955 remained at a very low level of $330,000 for both radios and tv sets.

Winnipeg Seeks Two Stations

WINNIPEG, Man., and the neighboring community of St. James have passed resolutions in city council meetings that they will present briefs to the Royal Commission on Broadcasting urging the licensing of additional tv stations in their areas. The Winnipeg station (CBWT [TV]) is a national station "and cannot possibly serve the varied needs of this busy city."

The province of Manitoba has also passed a resolution urging the Canadian government to allow the establishment of more than one station in each city and the appointment of an independent regulatory body for broadcasting.

INTERNATIONAL PEOPLE

Les Chitty, formerly timebuyer of Cockfield, Brown & Co. Ltd., Toronto, and until recently assistant to managing director of agency's Toronto office, appointed manager of new Canadian office of BBDO, to be opened in mid-April at Toronto, Ont., as agency's first office outside U. S.

J. J. McGill to advertising manager of Imperial Tobacco Co. Ltd., Montreal, Quebec, and **F. W. Towler** to associate advertising manager.

John Pritchard to radio-tv account supervisor of Alford R. Poyntz Adv. Ltd., Toronto.

Guy Cunningham, formerly with CBS and *Nation's Business* in promotion and sales capacities has joined *Outdoor Life* magazine as promotion manager.

Gatien Dandois, assistant regional engineer of Canadian Broadcasting Corp. for province of Quebec, has received 1956 bursary (scholarship) from Imperial Relations Trust Bursary of London, England, and will leave in April to study radio-tv four to six months in Great Britain, France, Italy, Germany and Sweden.

Lyall Feltham, Canadian west coast newscaster, to CHUB Nanaimo, B. C., as night news chief.

George Hellman, Horace N. Stovin & Co., Toronto, re-elected president of Radio Station Representatives Assn. **Lorie Potts,** Omer Renaud Co., Toronto, elected secretary-treasurer.

Graeme Fraser, Crowley Films Ltd., Ottawa, elected president of Assn. of Motion Picture Producers and Laboratories of Canada. **Arthur Chetwynd,** Chetwynd Films Ltd., Toronto, to vice president, and **D. M. McClymont,** Ottawa, re-appointed secretary-treasurer.

AWARDS

CBS GIVEN 19 EMMY AWARDS

NBC gets total of 17, while ABC takes two, both garnered by 'Disneyland.' New York tops Hollywood with 23 awards to 14, respectively.

SOME 44 million Americans sat before their tv sets March 17 for 1½ hours to watch the television profession give its members Emmy awards for outstanding achievement during 1955.

While NBC-TV claimed this big home audience for its telecast of the eighth annual presentation, sponsored by Oldsmobile, rival CBS-TV wound up with the biggest batch of Emmys, a total of 19. NBC was close behind with 17, however. ABC-TV received 2.

Hollywood, home of Emmy's Academy of Television Arts & Sciences, came off second best to New York in the total awards presented to programs, talent and other categories. Now formally organizing its own ATAS chapter, New York took 23 Emmys while the West Coast won 14.

The NBC-TV telecast, alternating between the Waldorf-Astoria in New York and Los Angeles' Pan Pacific Auditorium, was followed by a closed-circuit telecast between the two dinners and local programs for the presentation of local awards in the two major cities.

RCA was presented an Emmy for its tricolor picture tube which has made the commercial tv color receiver practical. Ford Motor Co. took top honors for the best commercial campaign.

Emmy award winners were:

CHILDREN'S SERIES: *Lassie,* CBS.

DAYTIME PROGRAMMING: *Matinee Theatre,* NBC.

NEWS COMMENTATOR OR REPORTER: Edward R. Murrow, CBS.

SPECIAL EVENT OR NEWS PROGRAM: A-Bomb Coverage, CBS.

DOCUMENTARY: *Omnibus,* CBS.

AUDIENCE PARTICIPATING SERIES: *$64,000 Question,* CBS.

ACTION OR ADVENTURE SERIES: *Disneyland* (Davy Crockett), ABC.

SPECIALTY ACT—SINGLE OR GROUP: Marcel Marceau, NBC.

SUPPORTING ACTOR: Art Carney, CBS.

SUPPORTING ACTRESS: Nanette Fabray, NBC.

MALE SINGER: Perry Como, NBC.

FEMALE SINGER: Dinah Shore, NBC.

M.C.—MALE OR FEMALE: Perry Como, NBC.

COMEDIAN: Phil Silvers, CBS.

COMEDY SERIES: Phil Silvers, CBS (*You'll Never Get Rich*).

ACTOR—SINGLE PERFORMANCE: Lloyd Nolan, CBS ("Caine Mutiny Court Martial").

ACTRESS — SINGLE PERFORMANCE: Mary Martin, NBC (Peter Pan).

ACTOR—CONTINUING PERFORMANCE: Phil Silvers, CBS.

ACTRESS—CONTINUING PERFORMANCE: Lucille Ball, CBS.

VARIETY SERIES: *Ed Sullivan Show,* CBS.

MUSIC SERIES: *Hit Parade,* NBC.

DRAMATIC SERIES: *Producers' Showcase,* NBC.

SINGLE PROGRAM: Peter Pan, NBC.

COMMERCIAL CAMPAIGN: Ford.

ORIGINAL TELEPLAY WRITING: Rod Serling "Patterns," *Kraft Tv Theatre,* NBC.

COMEDY WRITING: Nat Hiken, Barry Blitser, Arnold Auerbach, Harvey Orkin, Vincent Bogert, Arnie Rosen, Coleman Jacoby, Tony Webster, Harry Ryan, (Phil Silvers, *You'll Never Get Rich,* CBS).

TELEVISION ADAPTION: Paul Gregory and Franklin Schaffner, "Caine Mutiny Court Martial" by Herman Wouk. (*Ford Star Jubilee,* CBS).

MUSICAL CONTRIBUTION: A song from "Our Town": "Love and Marriage" by Sammy Cahn and James Van Heusen (*Producers' Showcase,* NBC).

CHOREOGRAPHER: Tony Charmoli, *Your Hit Parade,* NBC.

CINEMATOGRAPHY: *Medic,* "Black Friday"—William Sickner, NBC.

PRODUCER—LIVE SERIES: Fred Coe, *Producers' Showcase,* NBC.

PRODUCER—FILM SERIES: Walt Disney, *Disneyland,* ABC.

DIRECTOR — LIVE SERIES: Franklin Schaffner, *Ford Star Jubilee's* "Caine Mutiny Court Martial," CBS.

DIRECTOR—FILM SERIES: Nat Hiken, *You'll Never Get Rich,* CBS.

ART DIRECTOR—LIVE SERIES: Otis Riggs, *Playwrights' '56* and *Producers' Showcase,* NBC.

ART DIRECTOR—FILM SERIES: William Ferrai, *You Are There,* CBS.

CAMERA WORK—LIVE SHOW: *Studio One,* T. Miller, CBS.

ENGINEERING TECHNICAL ACHIEVEMENT: RCA tricolor picture tube which made the commercial color receiver practical.

EDITING—FILM: Edward W. Williams, "Breakdown," *Alfred Hitchcock Presents,* CBS.

WICC Award Given to School

THE $1,000 award received by WICC Bridgeport, Conn., from the Alfred I. DuPont Awards Foundation [B•T, March 19] will be administered by the U. of Bridgeport, Philip Merryman, president and general manager of the station, announced last week. As stipulated by the awards foundation, it will be used as a scholarship for students in the communications arts and sciences, with preference to juniors and seniors.

Radio Contest Offers $2,000

INSTITUTE for International Order, N. Y., is sponsoring "Action for Peace in Our Town" radio contest, with eight prizes totalling $2,000 to be offered for the best 15-minute radio programs presented by local community groups. Prizes will be offered to stations carrying programs and cooperating community groups. Judges of the contest are Cecil Brown, Mutual commentator; John Crichton, executive editor, *Advertising Age;* John Daly, ABC vice president; John F. Day, CBS news director; Arthur W. Hepner, NBC *Monitor* staff, and Louis M. Lyons, curator of Nieman Foundation.

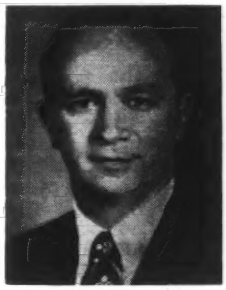
AWARD SHORTS

Harold E. Fellows, president of NARTB, presented Australian wool rug by Management Committee of Australian Federation of Commercial Broadcasting Stations for his contributions to radio generally and his assistance to commercial radio in Australia.

Benedict Gimbel Jr., president-general manager, WIP Philadelphia, cited on 25th anniversary in industry by city's mayor for "personal dedication to the broadcasting of accurate news . . . unselfish proffering of the extensive facilities of Radio Station WIP in the public interest . . . and staunch upholding of the highest ethical standards of broadcasting."

WBT Charlotte, N. C., awarded citation for "valuable service" by National Conference of State Safety Coordinators.

John R. Andrus, vice president and director, Muzak Corp., N. Y., and general manager of WBFM (FM) New York, honored at luncheon and presented with watch and scroll commemorating 25 years with Muzak.



MR. ANDRUS

George Gobel, NBC-TV, named "Arkansas Traveler" by Ark. Air National Guard in recognition of recruiting aid.

WTVJ (TV) Miami, Fla., given certificate of appreciation by Dade County Tuberculosis Assn. for support of organization's program.

Tom Franklin, newscaster, KING Seattle, Wash., awarded honorable mention and $100 in Pageant Press Best Book Contest for 1955 for his handbook on radio newscasting, *Broadcasting the News.*

Edwin S. Pridham, vice president, Magnavox Co., Fort Wayne, Ind., co-inventor of dynamic speaker in 1911, awarded honorary membership by Audio Engineering Society "in recognition of his outstanding achievements in audio engineering."

Miriam Stevenson, WIS-TV Columbia, S. C., Miss Universe of 1955, chosen by three South Carolina schools as personality to whom they will dedicate their 1956 annual publications. Schools are: Wofford College, Spartanburg, S. C., and Fairfax and Hemingway, S. C., high schools.

George Andrick, radio sales manager, WSAZ Huntington, W. Va., named Huntington Advertising Man of the Year by local Advertising Club.

KMA Shenandoah, Iowa, received plaque award from national Junior Chamber of Commerce for station's 30th anniversary public service promotion.

Emanuel Sacks, vice president and general manager of RCA Victor Recording Div. and vice president of NBC, presented with 1956 Share Your Knowledge Award of Philadelphia Club of Printing House Craftsmen for bringing "music to millions" through recordings, and cultivating and developing artists in the musical field.

Kermit Edney, vice president, WWIT Canton, N. C., named 1955 Man of the Year by local post of Veterans of Foreign Wars and given distinguished service award as Young Man of the Year by Hendersonville Junior Chamber of Commerce.

Mary Morgan, beauty and fashion editor, CKLW-TV Windsor-Detroit, elected Woman of the Year by Detroit Press Photographers.

Paddy Chayefsky, author, received award for "best written American drama" from Screen Writers Guild, for screen play, "Marty," adapted from teleplay.

Tested Southern Recipe For Sales Success

by John Pepper and Bert Ferguson

Do you really believe that if you want something done, you should take it to the busiest person you know? That if you want maximum assurance of getting a return on your money, you put it on a winner? If you want to be confident of results from your advertising you go by proof instead of prognostication?

RANKS FIRST

Then you want the Memphis radio station that's rated first in all audience surveys, out of a field of eight. You want Memphis' only 50,000-watt station. You want the station that's regarded in its market of 1,230,724 people as the *only* station—*their* station. You want WDIA. These are basic ingredients in your sales success with WDIA.

ONE-GROUP SPECIALTY

And there are others. The reason WDIA has risen from 250 watts to 50,000 watts—in a single, unprecedented step—is that it was the first to recognize the Negro market, in the city that's first in the South in Negro population. And Memphis is *40 percent* Negro. WDIA talks their language, using only Negro announcers and commentators. WDIA brings them Negro music.

BIG BUYERS

To command this market is to let yourself in for a surprise. This is much more than a *good* market. This 40 percent of the customers buys 53.4 percent of all women's hosiery sold here. 56.8 percent of all the salt. 60 percent of all the chest rubs. 64.8 percent of all the flour. They spend *80 percent* of what they make, on consumer goods like these. And in 1956 they'll make over a quarter billion dollars. That's why we call this the "Golden Market."

You can get the hot—not cold—facts on what happens to other advertisers who pick out the market concentrating 10 percent of all the Negroes in the United States, and the one medium they overwhelmingly accept. Some of these advertisers are:

Blue Plate Foods, Wonder Bread, Nadinola Cream, Sinclair Gasoline, Kroger Stores, Tide, Pal Blades.

We think, though, that you'll prefer to look at facts on your own particular line of product. Drop us a note. Let us deliver the proof first—then you can make prognostications from that. The ingredients for sales success are definitely here for you. And the know-how.

WDIA is represented nationally by the John E. Pearson Company.

John Pepper — President
Bert Ferguson — General Manager
Hamp Swain — Commercial Manager

BASEBALL'S RADIO-TV ADVERTISERS READY TO ANTE UP RECORD $60 MILLION IN 1956

Sponsor pattern generally follows last year's setup when $55 million went into baseball radio-tv till. Three major league clubs hold out from television, but others plan even greater use of the medium. Mutual, CBS-TV plan network coverage outside major leagues.

RADIO and tv sponsorship of major and minor league baseball, plus a heavy outlay for pregame and postgame programs and adjacencies, promises to hit the $60 million mark in 1956, according to a B•T roundup of major and minor league plans.

The season's baseball package will run well ahead of last year's estimated $55 million expenditure for game broadcasts and adjacencies.

Already many stations are carrying live, beep and taped interviews, roundups and play-by-play accounts from the training camps as sponsor purchases reflect national interest in the sport.

Some of the regional radio networks set up for major league games will run as high as 65 stations this year. Mutual's daily game on a vast national hookup will have its usual wide circulation. The CBS-TV *Game-of-The-Week* will be telecast on 175 stations.

Sponsors are completing final details as the April 17 opening of the season draws near. Here and there a few availabilities are unsold, usually a segment of a station schedule. Dugout and tenth-inning roundups are more popular than ever, judging by station reports.

Three major league clubs will not be on television this year—Milwaukee, Kansas City and Pittsburgh. Reasons range from club policy to high cost. Cleveland and Philadelphia are among cities that will have expanded tv schedules.

Most of the perennial baseball sponsors are on hand as usual this year. The list includes such advertisers as Atlantic Refining, Carlings beer, Falstaff, Chesterfield, Luckies, Miller's beer, Camels, Ballantine and many more. Atlantic has set up its usual schedule in its eastern marketing area, with Les Quailey, of N. W. Ayer & Son, winding up details of the regional radio and tv hookups. National Brewing Co. is active again this year, covering Washington and Baltimore radio and tv schedules. Its radio hookups range all the way from Pennsylvania to Florida.

Minor league teams will be covered extenively this year though these clubs continue to complain that major league broadcasts are capturing much of the local baseball attention.

New to the 1956 scene is Sports Network Inc., New York, formed to handle mechanical details of road coverage of games [B•T, March 12]. Dick Bailey, head of the firm, estimates this year's cable costs and other coverage expenses will be reduced 25%—to around $1 million.

For the seventh straight year Mutual will carry the *Game of the Day* baseball broadcasts, starting March 23, covering 23 exhibition games and a major league contest every day of the regular season (a topnotch minor league game will be scheduled if major teams are not available). Jackson Brewing Co., New Orleans, through Fitzgerald Adv., New Orleans, will sponsor the broadcasts in six southern states on 78 stations. In other areas, *Game of the Day* is being offered for local co-op sale.

Mutual baseball announcers this year will be Bob Neal and Rex Barney in the West and Art Gleeson and John MacLean in the East.

Mutual's Pre-Game Show

In a five-minute segment preceding *Game of the Day*, Mutual will carry *Warm Up Time*, to be sponsored by J. B. Williams Co. (shaving products), Glastonbury, Conn., through J. Walter Thompson Co., New York. Following the broadcasts of the games, MBS will present the five-minute *Camel Scoreboard* under the sponsorship of the R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through Wm. Esty Co., New York. Mutual is instituting a new program this year, *All Sports Quiz*, which will follow *Camel Scoreboard* every day except Sunday and will be offered for local co-op sale.

Mutual's *Game of the Day*, as in past years, will be made available for broadcast over stations of the Armed Forces Radio Network.

CBS-TV will carry 26 major league games, including two exhibition contests, on its *Baseball Game of the Week* on Saturday afternoons, starting April 7. The telecasts will be co-sponsored by Falstaff Brewing Corp., St. Louis, through Dancer-Fitzgerald-Sample, New York, and the American Safety Corp., Brooklyn, N. Y., through McCann-Erickson, New York. The games will be carried on more than 175 stations in cities outside major league territory. Dizzy Dean and Buddy Blattner will be the announcers.

CBS-TV will present *Baseball Preview*, a 10-minute program preceding the network's *Baseball Game of the Week* telecast under the alternate sponsorship of the Colgate-Palmolive Co., New York, and Brown & Williamson Tobacco Corp., New York, both through Ted Bates, New York. Mr. Dean will also be featured on *Baseball Preview*, which will consist of interviews with prominent figures in baseball.

WMCA New York will broadcast all the games of the New York Giants, plus 11 exhibition contests, under the sponsorship of Jacob Ruppert Brewery (Knickerbocker beer), New York, through Warwick & Legler, New York. Sportscasters will be Russ Hodges and Bob Delaney. Sunset Appliance Stores, New York, through Agincourti Adv., New York, will sponsor the 10-minute *Musical Warm Up Time* before all day games. Renault Selling Branch Inc. (Renault automobiles and travel service), New York, and Castrol Oils Inc., New York, both through Mann-Ellis, New York, will sponsor the 15-minute *Musical Scoreboard* after all day games. The Household Finance Corp., New York, through Needham, Louis & Brorby, Chicago, will present *Doubleheader Stretch*, a 20-minute program between doubleheader games. WMCA has sold a schedule of 30-second and one-minute adjacencies to the broadcasts of the games and the special programming to Biener Pontiac dealer, Great Neck, N. Y.; Merkel Meat Co., New York, and Sunset Appliance Stores, New York. A baseball radio network for Giant broadcasts is being discussed but has not been set.

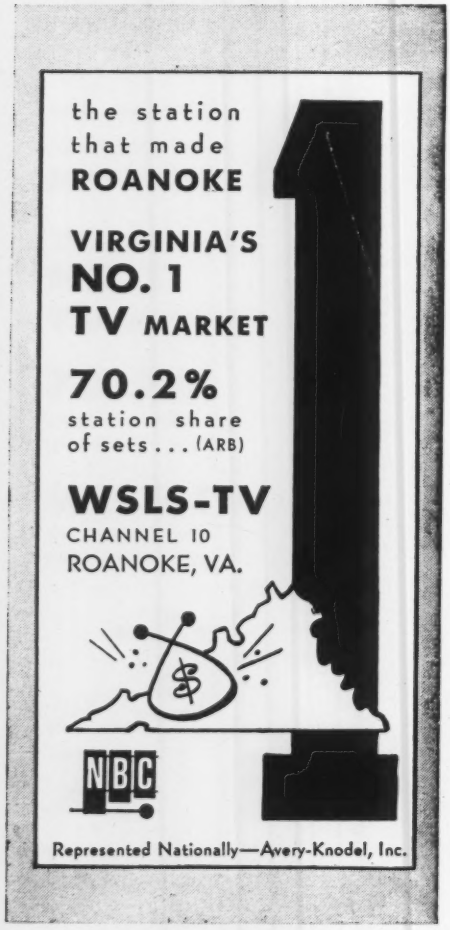
Ruppert Takes Giants Tv

WPIX (TV) New York will carry the home-game schedule of the New York Giants under the sponsorship of Ruppert through Warwick & Legler. Russ Hodges and Bob Delaney will be the announcers. The station will carry *Frankie Frisch Show* for 15 minutes after all day home games and for 10 minutes after all home night games and doubleheaders under the co-sponsorship of Consolidated Cigar Sales Co., New York, through Erwin Wasey, New York, and Beneficial Management Corp. (personal loans), New York, through Reach, Yates & Mattoon, New York.

WINS New York will present a total of 188 New York Yankees home-and-away broadcasts, including 34 exhibition contests, with the regular league 154-game schedule to be sponsored by P. Ballantine & Sons, Newark, N. J., and R. J. Reynolds Tobacco Co. (Camel Cigarettes), Winston-Salem, N. C., both through the Wm. Esty Co., New York. Mel Allen and Jim Woods will provide play-by-play commentary. WINS will carry 15-minute program, *The Scoreboard*, featuring Les Keiter, after all exhibition and regular season games. New York DeSoto dealers, through BBDO, New York, are sponsoring the program during the exhibition season, which started March 10, and will co-sponsor the show during the regular season with Carter Products Inc, New York, through Sullivan, Stauffer, Colwell & Bayles, New York.

WPIX (TV) also will telecast the Yankees home schedule, plus 16 road games, co-sponsored by R. J. Reynolds and P. Ballantine & Sons. Mel Allen, Jim Woods and Red Barber will be the announcers. WPIX (TV) will feature Mr. Barber in a 15-minute program preceding all home games and a ten-minute show following all night games under the sponsorship of the Bankers Trust Co., New York, through Rose-Martin Inc., New York. Among the advertisers who have bought 20-second adjacencies to baseball programming are Shulton Inc., Paper-Mate, Eastern, Wildroot Co. and Shell Oil Co.

WMGM New York will broadcast all games of the Brooklyn Dodgers, plus 35 exhibition games, under the sponsorship of the F & M Schaefer Brewing Co., Brooklyn, and American Tobacco Co. (Lucky Strike cigarettes), New York, both through BBDO. Vince Scully, Al Helfer and Connie Desmond will be the an-



KMBC Kansas City will again originate play-by-play broadcasts of the Kansas City Athletics baseball schedule for a 46-station network in eight states. At the contract signing are (l to r): seated, Lou Boudreau and Arnold Johnson, manager and owner of the Athletics, respectively; standing, Don Davis, first vice president-commercial manager of KMBC, and Parke Carroll, Athletics business manager.

nouncers. The station is offering for participating sponsorship 15-minute programs preceding and following the broadcasts.

WMGM will feed all Dodger games to a lineup of 18 stations in New York, Pennsylvania, Massachusetts and Connecticut. Sponsors will be Schaefer and American Tobacco.

WOR-TV New York will present a total of 103 Dodger games, including all home contests from New York and Jersey City, plus one preseason and 25 regular road games. Sponsors will be F & M Schaefer Brewing Co. and American Tobacco Co., both through BBDO, New York. Before all home games, WOR-TV will carry *Happy Felton's Knot Hole Gang*, with sponsorship details still to be announced. Following home contests, Mr. Felton will be featured in *Talk to the Stars*, a 15-minute show to be sponsored by American Tobacco Co. (Herbert Tareyton cigarettes). Before 22 of the 25 road games, WOR-TV will carry *Happy Felton's Press Box*, which has been sold to *True* magazine through C. L. Miller, New York.

In Chicago WGN-TV will televise 77 Cubs home games and 54 daytime White Sox contests, with Theo. Hamm Brewing Co., St. Paul, and Oklahoma Oil Co., Chicago, again sharing the tab. Agencies are Campbell-Mithun Inc., Minneapolis, and Maryland Adv., Chicago.

Seven other advertisers have signed for pre- and post-game adjacencies. They are Miles Labs, Household Finance, Walgreen Drug Stores, Liggett & Myers Tobacco Co., Boyer International Labs, Jose Escaluante & Co. and Vienna Sausage Co.

WCFL has already announced four-way sponsorship of all White Sox contests on radio [B•T, Jan. 16]. Advertisers are General Cigar Co. (through Young & Rubicam), Coca-Cola Bottling Co. of Chicago (through D'Arcy Adv. Co.), General Finance Loan Co. (Gordon Best Co.) and Oklahoma Oil (Maryland).

WIND will broadcast the complete Cubs road-and-home schedule on radio, feeding a regional midwest network of at least 28 stations. Sponsors are General Finance Loan Co. (through Best) and Coca-Cola (D'Arcy) for half-game units each, and Sinclair Refining Co. (through Morey, Humm & Johnstone) for alternate game broadcasts. Adjacency advertisers are Chicago's Zast Department Store, Richard's Drive-In Restaurant, Frank Chevrolet, Boyer International Labs and R. G. Dun cigars.

WCFL also will maintain a regional network of 35-40 stations for White Sox broadcasts.

In Kansas City KMBC will feed a regional network of some 46-plus stations, broadcasting games of the American League Athletics into seven states—Missouri, Kansas, Oklahoma, Nebraska, Iowa, Colorado and South Dakota. Jos. Schlitz Brewing Co., Milwaukee, through Majestic Adv. Agency, will sponsor radio coverage for the second year under a five-year contract. It has bought the whole regional network but individual stations may air local spots under a reciprocal agreement evolved by Schlitz. Once again, no tv coverage is planned. On April 4 KMBC-TV will feed a closed circuit telecast of the A's-Pirates game in New Orleans to a Kansas City Chamber of Commerce luncheon. WDSU-TV New Orleans will originate the pickup.

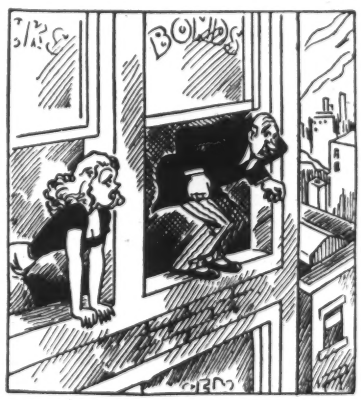
Larry Ray and Merle Harmon will handle play-by-play starting with exhibition contests March 31. Baseball adjacencies have been sold to such advertisers as Interstate Bakeries (Butternut bread), Boyer International Labs (HA Hair Arranger) and R. G. Dunn Cigars.

Cleveland Indians coverage this year, estimated as a $1.2 million overall package, will be handled by WEWS (TV) and WERE. WEWS will televise 60 home and road contests, co-sponsored by Carling Brewing Co. and Standard Oil Co. of Ohio. Schedule comprises Saturday and Sunday games, with Jim Britt and Ken Coleman handling descriptions. Indians' management has relaxed its stand on home tv (last year 26 road games were carried and in 1954 77 road contests were telecast on WXEL [TV]) figuring tv exposure of home games will not adversely affect attendance.

Carling, through Lang, Fisher & Stashower, Cleveland, also will co-sponsor with Central National Bank (through Fuller & Smith & Ross) WERE radio coverage. WERE will feed a 40-station regional network in Ohio, Pennsylvania and New York with the Carling's part of the sponsorship extended to the hookup. Jimmy Dudley and Tom Manning are handling play-by-play, including 10 exhibition contests, which started March 11.

Simulcasts of Detroit Tigers games will be carried by WJBK and WJBK-TV, with Goebel Brewing Co. and Speedway Petroleum as alternating sponsors through Campbell-Ewald Co. and W. B. Doner, respectively. WJBK will carry all 154 games, also feeding approximately 40 stations throughout Michigan. Van Patrick and Mel Ott will do the commentary.

WJBK-TV will televise 45 contests (19 on the



"Wait a minute, boss—it's time for the Dow Jones Averages on KRIZ Phoenix."

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw. AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE. BOSTON, MASS

FAVORITES
on the
Family's
"Watching Machine"

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

road), with emphasis on Saturday and Sunday coverage and only two arc light games. Under a familiar agreement in many major league cities, WJBK-TV will exchange physical feed facilities with WMAR-TV Baltimore, WEWS (TV) Cleveland and probably WNAC-TV Boston on home and home series involving the Tigers, Orioles, Indians and Red Sox.

In Cincinnati a new tv station setup will be put into practice this year, with WLWT (TV) getting rights to 23 home and 30 road telecasts of the Redlegs (it was WCPO-TV in 1955). The schedule: 10 Saturday daytime home and away each; 12 Sunday contests on the road; six road and five home at night, and 10 other daytime—two away and eight home. WLWT also will feed WLWD (TV) Dayton, WLWC (TV) Columbus and WSAZ-TV Huntington, W. Va. Ford dealers of the area (through J. Walter Thompson) and Hudepohl Brewing Co. (Stockton, West & Burkhart Inc.) are the sponsors, with George Bryson and Mark Scott as announcers.

At WSAI Cincinnati, Burger Brewing Co. for the 15th straight year (through Midland Adv. Agency) will sponsor radio coverage of the Redlegs, to include a regional hookup of 36 stations in Ohio, Indiana and Kentucky. Waite Hoyt and Jack Moran handle play-by-play descriptions.

WTMJ and WEMP Milwaukee again will be key outlets for all radio coverage of Braves games under joint sponsorship of Miller Brewing Co. and Clark Oil & Refining Co. and with a regional setup of nearly 50 stations. Mathisson & Assoc. handles both accounts. Blaine Walsh of WTMJ and Earl Gillespie of WEMP will handle the broadcasts, to be beamed to stations in Wisconsin, eastern Minnesota and parts of Iowa and Michigan. Sponsorship pattern deviates from past years in that Miller is sharing sponsorship in 1956.

Networks For Cards

In St. Louis KMOX will feed a 100-station network on Cardinals games, while KTVI (TV) will carry 64 road telecasts. Anheuser-Busch Inc. (through D'Arcy Adv. Co.) resumes full sponsorship of an estimated $1 million package after a year of picking up only half of games and permitting network radio stations to sell the remaining half to local sponsors. Broadcasts start April 1 with exhibition contests [AT DEADLINE, Feb. 20].

In Washington, National Brewing Co., through W. B. Doner & Co., Baltimore, will sponsor 154 games of the Nationals on WWDC and 54 games on WTTG (TV). Washington Gas Light Co. will sponsor on WTTG a pregame pickup conducted by Bob Wolff, with Kal, Ehrlich & Merrick as agency. WWDC will feed a nine-state hookup expanded to 65 stations. The WWDC play-by-play broadcasts are based on a half-game National Bohemian sponsorship, with the station selling the other half of each game on a participating basis. WWDC has sold pregame broadcasts to Todd's appliances, through Kal, Ehrlick & Merrick. The nine-state radio hookup will carry re-creations of other American League day games when Washington is playing at night.

Other program adjacencies have been sold to Lee D. Butler (Lincoln-Mercury); George & Co., clothier, and Fleischer's Jewelers.

National Bohemian also will sponsor 57 games (28 home, 29 away) of the Baltimore Orioles on the three local tv stations on a rotating basis. Stations are WAAM-TV, WMAR (TV) and WBAL-TV. It will sponsor radio broadcasts of all Orioles games on WCBM, which will feed a network from Pennsylvania to Florida. Some Washington Nationals games will be telecast in Baltimore in addition to games played in Washington by the Orioles. Orioles telecasts will be fed to a regional network. Howie Williams of the Doner agency was lining up stations last week for the agency. All Orioles telecasts will be picked up by a WMAR-TV technical crew.

Atlantic Refining and Plymouth dealers will each sponsor one-third of the Pittsburgh Pirates games on WWSW Pittsburgh, which will feed a hookup of more than a score of stations. Pirates games have not been telecast, with exception of a few games.

For the first time, the Philadelphia National League club's entire night away schedule will be telecast, with WPFH (TV) Wilmington carrying these games for Atlantic Refining Co., P. Ballantine & Sons, Tasty Baking Co. and Phillies cigars. WRVC-TV and WFIL-TV will alternate with 49 Saturday and Sunday telecasts under the same sponsorship. WIP will feed a tri-state radio hookup with the full schedule. WPFH has sold pre-game sponsorship to Sealy Mattress Co., through Ed Shapiro Agency, Philadelphia, and post-game roundup to Felton-Sibley Paint Co.

The complete Boston Red Sox schedule will be carried by WHDH, with a 23-station New England radio hookup taking the games. Sponsors are Atlantic Refining, Chesterfields and Narragansett beer, same as last year. WHDH has pre-game and post-game programs and announcements sold for the season. WBZ-TV Boston will carry 51 Red Sox games, 34 home and 17 away, with the same sponsorship.

PCL Plans Big Year

The Pacific Coast League appeared headed for a big radio-tv season although many sponsorships had not been confirmed by last week. PCL headquarters in San Francisco reported each of the eight clubs have local authority to handle its own radio-tv activities. It was also noted that the Los Angeles Angels are reverting to day games this season because of nighttime television competition and the expectancy of bigger day attendance at the park and a new daytime tv audience on KHJ-TV there. PCL headquarters explained that the San Francisco Seals are reverting to day games also, but because of unfavorable night weather in the Bay Area.

East Side beer (Pabst Brewing Co.) has signed for one half of the home games of the Los Angeles Angels on KHJ-TV, a renewal. J. Walter Thompson Co., has been the agency on the East Side account but the advertiser will be represented by another agency not yet chosen. The Angels will play day home games except Friday night, which will not be televised.

The radio version of the Angels will be carried again this season by KMPC Los Angeles with Bob Yeakel's Wilshire Oldsmobile signing for one-third participation, through Hunter-Willhite Adv.

KMPC also is airing 144 recreated major

No Gratis Interviews

CHICAGO CUBS players are prepared again to demand fees from local stations for interviews—and apparently have the support of P. K. Wrigley, Cubs owner. Dee Fondy, team's first baseman and player representative, described radio-tv appearances as the players' "only problem." They will ask $50 for appearances at Wrigley Field and $100 elsewhere. Mr. Fondy added: "We want cash rather than radios, slacks and broilers." He claimed precedents in New York, Brooklyn, Cincinnati and other cities.

FOR the first time in the history of the Philadelphia Phillies, the team's entire road night-game schedule will be televised by WPFH (TV) Wilmington, Del. Completing contract arrangements are (l to r): seated, Jack Bozarth, N. W. Ayer service representative for the Atlantic Refining Co., sponsor of the telecasts; Paul F. Harron, WPFH president; George A. Fletcher, secretary of the Phillies; standing, James A. MacDonald and Les Quailey, both of the radio-tv sports department of Ayer.

league games of the day this year with participations two-thirds sold. Burgermeister beer (San Francisco Brewing Corp.) through BBDO, San Francisco, has signed for one-third, while Southern California Buick Dealers Assn., through Dan B. Miner Co., Los Angeles, will sponsor one-third.

Concerning the new back-to-daytime policy of the Angels, John Reynolds, vice president and general manager of KHJ-TV, said the station had conducted an exhaustive analysis of the potential sports audiences available for such a program. The findings revealed a crying need for afternoon sports, he said.

An astronomical number of tourists find their evenings well filled with things to do, but their daytime hours call for outdoor entertainment, Mr. Reynolds explained.

As a growing industrial center, Los Angeles has vast numbers of swing shift workers in the various aircraft and automotive industries who find their daytime hours definitely lacking in things to do and places to go. Baseball can fill their entertainment needs, he said.

The KHJ-TV manager also noted last season's survey figures, which reveal an ever growing interest in baseball among women. In 1955 alone, audience composition for KHJ-TV's telecasts of PCL baseball revealed that almost half of the viewers were women, housewives for the most part. KHJ-TV predicts many more will welcome the change in available afternoon video fare.

Drawing a parallel to the success of daytime baseball in other major U. S. cities, Mr. Reynolds pointed out that New York, Chicago, Detroit and Cincinnati all scored effectively with their weekday telecasts last year.

KFWB Hollywood last fall signed for both the radio and television rights of the Hollywood Stars for this year. Games will not be televised and the KFWB radio version has been signed entirely by C & C Super Coola soft drinks (Cantrell & Cochrane Corp.) through Hilton and Riggio, New York.

KLX Oakland has exclusive radio rights to Bay Area games of the San Francisco Seals and will key a nine-station network. KLX also will broadcast 73 recreated games of the Boston Red Sox and is considering a partial schedule of games of the Yankees, Giants and Dodgers.

Hamm Brewing Co. has bought half of about 100 Seals telecasts on KOVR-TV San Francisco.

KSDO San Diego reported the San Diego Padres will be sponsored on that station by the Chevrolet Dealers of San Diego County through local Norman Tolle Agency; Home Federal Savings & Loan Assn. through Reed, Miller & Murphy there; Regal Pale beer through Guild, Bascom & Bonfigli, San Francisco, and Bridgeford Meat Co. through Champ Wilson-Slocum Adv., San Diego.

KFSD-TV San Diego will telecast the Padres' home games on Saturdays with the local Teller's Co. sponsoring, through Robert E. Lee advertising, that city. Fred Hessler, who handled Angels' telecasts last year on KHJ-TV Hollywood, has been signed for KFSD-TV baseball this season.

The Portland Beavers, not on tv, have been sold on KWJJ Portland to local Blitz-Weinhard Beer Co., for weekdays through Cole and Weber there and to Davidson bread and Mayflower milk on Sundays, according to KWJJ Manager Rod Johnson.

Three of last year's sponsors have renewed the Sacramento Solons on KFBK Sacramento, Station Manager Keith Collins reported. These include Burgermeister beer, Crystal Creamery and Pureta Sausage Co.

The Seattle Rainiers will be covered on both KOL and KTVW (TV) there, with some sponsors using both stations although tv advertisers were not confirmed as of Thursday. Total of

5,000 WATTS Day and Night

WESTERN MICHIGAN'S

WKNK

MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

110 games will be on both radio and tv with 62 games on KOL only. Sponsors for latter include Hunts Transfer Co., Sunset Appliance Co. and Cowan-Campbell Paint Co.

The 24 spring training games of the Seattle Rainiers are being broadcast by KCSB, San Bernardino, Calif., sponsored in part by 7-Up and Rainier Ale.

Cedric Tallis of the Vancouver, B. C., Mounties, a new club in the PCL, told B•T Thursday that radio-tv plans are incomplete.

Elsewhere in Minors

Other minor league broadcasting plans reported to B•T:

WSM Nashville, Tenn., will air all the Nashville Vols games both at home and away, except Friday and Saturday nights. Friday and Saturday night games go to another Nashville outlet, WKDA. Nashville Vols are members of The Southern Assn. WSM sports director Dick Shively will handle the play-by-play. WSM-TV will telecast six selected games during the season.

The International League Richmond Virginians will be on WRNL Richmond. Frank Messer, WRNL sports director, and Frank Soden, sportscaster, will handle the broadcasts. Road games will be reconstructed from telegraphic reports.

Buffalo Bison home games will be handled by WGR-AM-TV Buffalo. Out of town broadcasts will be re-created. Sportscasters Bill Mazer and Roger Baker will be at the mike.

The Denver Bears entire American Assn. schedule will be on KLZ-AM-TV Denver for Adolph Corrs Co. (brewery), Golden, Colo. Bill Reed will do the play-by-play. KLZ will feed the games to the Bears baseball network, which also includes KCOL Ft. Collins, KBOL Boulder, KYOU Greeley, KGEK Sterling, all Colo., and KFBC Cheyenne, Wyo.

Wednesday night home games of the Omaha Cardinals have been chosen for telecasting by KMTV (TV) Omaha. Schedule calls for coverage of 10 games. Steve Shepard, sports director, will describe the action.

Exclusive contract for broadcast rights of complete schedule of Columbus (Ga.) Foxes has been signed by WRBL-AM-FM Columbus. WRBL sportscaster Ralph (Smokey) Burgess will do the play-by-play.

The Greensboro (N. C.) Patriots complete schedule will be aired by WBIG Greensboro. Sports Director Add Penfield and his assistant Joe Sansone will be at the mike for the Pilot Life Insurance Co.

Broadcasts of the Texas League Shreveport Sports home and away games will be aired by KENT Shreveport. The Arkansas Fuel Oil Corp. and the Cities Service dealers of the Shreveport-Bossier City area will sponsor. Sportscasters Irv Zeidman and Tony Barrett will handle the broadcasts.

WMAZ Macon, Ga., has signed exclusive contract with Macon Dodgers for coverage of the team's entire schedule. Sports Director Bob Savage will do the play-by-play.

MASTERS TOURNEY ON CBS

THE famed 72 hole, four-day Masters Tournament April 5-8, at Augusta, Ga.'s National Golf Club, will be aired exclusively by CBS Radio and CBS-TV, it was announced last week. The commentary for the $25,000 invitation tournament will be handled by John Derr, CBS Executive producer of sports for radio, and by Bud Palmer, for television.

RAB STUDIES WORKERS

SKILLED and semi-skilled American workingmen last week came under the statistical eye of Radio Advertising Bureau, which released a new study to members entitled "Radio and the Working Man." RAB reveals that better than 9 out of 10 American workingmen listen to radio each week, that on any given weekday, 3 out of 4 men listen to radio, and that on a week-end, this figure jumps to seven out of 10.

The survey examined listening habits of 1,200 workingmen living in six major metropolitan markets where tv penetration is said to be highest. It is based on figures supplied to RAB by The Pulse Inc., independent research organization.

PASSOVER DRAMA ON WCBS-TV

WCBS-TV New York, in cooperation with the New York Board of Rabbis, was scheduled yesterday (Sunday) to dramatize the meaning of the Jewish Passover season on *The Passover Festival*, a special public affairs program, 9:30-10 a.m. EST. The station also was to have used its regularly-scheduled *Our Goodly Heritage* series for a reading of Chapter XII, Book of Exodus, the Old Testament, in honor of the season.

ZIV LOOKS AHEAD 20 YEARS

OVER 30,000 special 16-page, two-color booklets, containing research material and predictions on the year 1975, will be sent to tv viewers of Ziv's Tv's *Science Fiction Theatre* as part of a general promotion drive to open up additional markets for the futuristic tv program. Ziv spokesmen say that they will fill all requests of current sponsors of *SFT* for the booklet, titled *This Is Tomorrow*.

Offbeat All the Way

OFFBEAT music for offbeat dramas. That's the policy of *CBS Radio Workshop* (Fri., 8:30-9 p.m. EST), according to Howard G. Barnes, vice president in charge of CBS Radio programs. Mr. Barnes, in an interview on CBS Radio, said especially commissioned music will be used "almost exclusively" in coming productions. The *Workshop*, which in the past several months has tackled such "offbeat" material such as Huxley's "Brave New World," and will dramatize "The Exurbanites" this Friday, has already commissioned Bernard Herrmann, David Broekman and Ray Noble to score its program. Mr. Barnes said, "There are several pieces of modern literature just begging to be done in musical form."

STATIONS LINE UP FOR CHARITY

WRCA-TV, WABC-TV, WCBS-TV, WPIX (TV) and WOR-AM-TV, all New York, are scheduled to carry a special 30-minute Hollywood variety show featuring Bob Hope, Dennis Day, Jimmy Durante, Dinah Shore and others, April 7 and 9, as part of the three-week 37th annual fund appeal of the New York Catholic Charities. Also scheduled over these same stations is another half-hour program featuring Francis Cardinal Spellman, Metropolitan opera soprano Licia Albanese and the 80-voice St. Patrick's Cathedral (N. Y.) choristers.

COLOR CHIMES MARK WRCA-TV

NEW YORK pedestrians in Manhattan's Lincoln Square area, home of a new coliseum, ABC and a vast re-development project, will have no trouble finding WRCA-TV's 67th Street studios. The station is identifying its own plant with a large electronic sign in the shape and color of NBC-TV's red, blue and green chimes. The sign, which has a 5,730 w capacity, took 15 men 12 weeks to construct, and will cost the station 10 cents per hour to operate.

MASS SALUTE TO MEDICAL MEN

INDUSTRY-wide salutes to the Medical Society of New York on its 150th anniversary will be offered on 57 radio-tv programs broadcast in the New York area, through the rest of this month and next, according to NBC producer Robert Wald, chairman of the radio-tv committee working on the sesqui-centennial. Mr. Wald said the Society made "a wealth of exciting new material" available to the public through the combined broadcast media, noting that during the 1952-53 season it supported NBC-TV's *Here's to Your Health* series.

OFFERS 'WOV-GRAM' SERVICE

WOV New York last week announced it would set up a mobile studio at the Exposition of Negro Progress, which opened yesterday (Sunday) in New York, for the purpose of recording "WOV-GRAMS," transcribed greetings by Exposition visitors to be sent to their friends and relatives throughout the U. S. The station also plans to originate some of its recorded Negro programs from the Exposition hall.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

DIAL IN ON 'BIRDS AND BEES'

THROUGH a unique promotion tie-in between Paramount Pictures, producers of George Gobel's first feature-length film, "The Birds and the Bees," and Mr. Gobel's alternate sponsor on NBC-TV, Armour & Co., U. S. housewives will be able to purchase specially designed "Birds and Bees" blouses designed by Paramount fashion designer Edith Head and manufactured by Bates Mills. The premium offer plan, backed by intensive mail order and print media advertising, invites women to buy the blouses for a small sum plus a number of Dial soap wrappers. Agency for Armour's Dial is Foote, Cone & Belding, Chicago.

LINKLETTER ON BASEBALL SALUTE

NBC-TV has announced that Art Linkletter will serve as master of ceremonies and executive producer of its 90-minute *Salute to Baseball* which will be carried April 15 (7:30-9 p.m. EST) in color and black-and-white. The program, which is being presented in cooperation with the office of Baseball Commissioner Ford C. Frick, will originate in NBC's Colonial Theatre in New York and NBC Color City studios at Burbank, Calif. A special pickup will show little league teams in action from Sherman Oaks in California's San Fernando Valley.

NEW DUTY FOR 'MISS FRANCES'

A NEW series, "Parents' Time with Miss Frances," being added to NBC's Radio's *Weekday*, is a five-minute segment daily at about 11:50 a.m. EST, featuring Dr. Frances Horwich (*Ding Dong School* on NBC-TV) who will give advice to parents with children up to 7 years old.

WPFH (TV) LAYS CLAIM TO 'FIRST'

WITH its March 17 telecast of the final game of the Eastern Regional Basketball pre-tourney play-off for the National Collegiate Athletic Assn. championship, WPFH (TV) Wilmington, Del., says it has established a tv "first." The Eastern playoff took place at the U. of Pennsylvania, Philadelphia. Heretofore games have not been telecast until the final game of the NCAA tourney, WPFH says.

PROMOTION ROLLING FOR WHSC

FURR'S Amoco service station of Hartsville, S. C., after signing with WHSC Hartsville for 52-week sponsorship of the Guy Lombardo program, set out to provide its own mobile promotion. All Furr's trucks now carry signs with showtime reminders, plugging the show's weekly gift of Amoco gas to lucky listeners.

WEXL SALUTES 25-YEAR CLIENT

WEXL Royal Oak-Detroit, Mich., which bills itself as Michigan's oldest independent station, likes to pile up records. The station recently took note of 25 years of association with Lasky's furniture stores, advertising daily except Sunday (WEXL has no Sunday commercials) over WEXL since 1925. This is "a record unmatched in radio broadcasting," station and sponsor said in a print advertisement heralding the anniversary. The promotion featured radio-tv-record player combination sets given away in the Lasky stores.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Hazleton, Pa.

WSPA SELLS FOR SEARS

THIRTY-FIVE dollars, spent for five spots on WSPA Spartanburg, S. C., brought Sears, Roebuck & Co. more than 2,000 requests for its catalog. From the first spot's airing, the store's telephones were jammed, as were WSPA's, according to a letter to the station from the store manager who says, "I call that *results!*" In a presentation based on the Sears results, WSPA lists response from nine counties in South Carolina and North Carolina, and 53 cities and towns.

WAVZ—FAIR WEATHER FRIEND

TAKING note of the often-heard retailers' grumble that radio sometimes keeps shoppers away with glum weathercasts, WAVZ New Haven is countering the criticism with positive action. On pleasant days the station is reminding listeners "It's a wonderful day to shop in Greater New Haven," and "there are plenty of new things to look at in all Greater New Haven stores . . . C'mon out. The weather's great." Merchants and Chamber of Commerce have been notified, and the voluntary promotion is providing a climate of increased goodwill, WAVZ says.

WLEX-TV, UTL REPEAT REMOTE

WLEX-TV Lexington, Ky., and United Television Laboratories of Louisville, Ky., cooperated for the second year on remote telecasts of the Ky. State High School Basketball Finals, March 17, at the U. of Ky. Coliseum, Lexington. Using their own remote field equipment for the afternoon and evening games, the nine-man UTL crew fed the pickup to the telephone company, which then beamed it to WLEX-TV's transmitter for broadcast. UTL furnishes what they believe is the only free-lance remote camera crew in the country.

'HOME' REPEATS HOUSE PLAN

NBC-TV's *Home* program (Mon.-Fri., 11 a.m.-12 noon EST) has commissioned Eldridge Snyder, nationally-known architect, to design three model homes to meet the needs of the average American family. It is the second year that the NBC-TV program has undertaken the "House That Home Built" project. Models of the homes will be opened to the public in or near cities from coast to coast on Sept. 22, 1956, during which time an intensive promotional campaign will be launched on *Home* and network affiliated stations.

WRCA GETS IN HOT LICKS

AS New York's biggest snow storm in eight years early last week dropped a mounting layer of snow, WRCA New York offered its listeners what it called, "psychological warmth." Used by the station were recordings of such sounds as crickets chirping on a hearth, the bubbling of a percolator, the hiss of a steam radiator, the crackle of a campfire, the sizzle of flapjacks on a griddle and the "hot springs in Yellowstone Park." If that failed to kindle listeners, WRCA also offered musical selections such as "Tropical Heat Wave" and "It's June in January." The station last summer programmed "cold" sounds of ice cubes clinking in a glass and the crunch of footsteps on snow.

LEAVE IT TO STEVE!

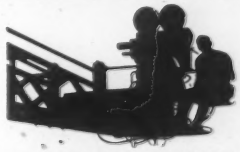
STEVE DONOVAN has a way with sales. He makes them go up. In market after market, STEVE DONOVAN, WESTERN MARSHAL is the top-rated syndicated western.

It's a TV "buy" that makes sales sense! Call or wire NBC Television Films, 633 Fifth Avenue in New York, Merchandise Mart in Chicago, Sunset & Vine in Hollywood. In Canada: RCA Victor Company, Ltd., Toronto.

Steve Donovan-Western Marshal

NBC Television Films

Programs for All Stations—All Sponsors



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The 22nd consecutive edition of "Radio's One-Book Reference Library" has been mailed recently to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

BROADCASTING • TELECASTING
1735 DeSales Street, N.W., Washington 6, D. C.

Enter my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$9.00 ☐

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Please send me ..... copies of 1956 BROADCASTING Yearbook-Marketbook @ $3.00. ☐

name _____ position/title _____

company _____

street _____

city _____ zone _____ state _____

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

March 15 through March 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through Mar. 21

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,833	2,830	219	378	160
Fm	539	531	47	22	1

FCC Commercial Station Authorizations

As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through March 21

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	95	443
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	308	308	616[1]
Noncom. Educational	20	18	38[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	973	337	764	546	1,311[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,034	337	798	573	1,371[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Sacramento, Calif.—Capitol Radio Enterprises granted uhf ch. 46 (662-668 mc); ERP 19.1 kw vis., 10.2 kw aur.; ant. height above average terrain 300 ft., above ground 338 ft. Estimated construction cost $105,015.65, first year operating cost $180,000, revenue $200,000. Post office address Hotel Senator, Sacramento. Studio and trans location Sacramento. Geographic coordinates 38° 36' 00" N. Lat., 121° 27' 23" W. Long. Trans. and ant. RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. E. Towne Assoc. Inc., San Francisco. Principals are equal partners **Irving J. Schwartz, William S. George,** and **John Matranga,** who jointly own **KGMS-AM-FM Sacramento.** Granted March 21.

Atlanta, Ga.—Board of Education of the City of Atlanta granted uhf ch. *30 (566-572 mc); ERP 69.2 kw vis., 34.7 kw aur.; ant. height above average terrain 440 ft. Estimated construction cost $449,925, first year operating cost $150,000, no revenue. Post office address 68 Mitchell St. SW, Atlanta, Ga. Studio and trans. location 1401 Bridges Ave. S.W. Geographic coordinates 33° 43' 48" N. Lat., 84° 26' 00" W. Long. Trans. DuMont, ant. GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer K. Winston Bugg, Atlanta. Principals include **Haskel Boyter,** Director of Radio Education, Board of Education of the City of Atlanta. Granted March 21.

APPLICATION

Birmingham, Ala.—Winston-Salem Bcstg. Co., uhf ch. 42 (638-644 mc); ERP 8.32 kw vis., 4.17 kw aur.; ant. height above average terrain 916 ft., above ground 560 ft. Estimated construction cost $202,471, first year operating cost $200,000, revenue $225,000. Post office address 300 South Stratford Rd., Winston-Salem, N. C. Studio and trans. location Birmingham. Geographic coordinates 33° 29' 27" N. Lat., 86° 47' 50" W. Long. Trans. and ant. RCA. Legal counsel Krieger & Jorgensen, Washington, D. C. Consulting engineer Kear & Kennedy, Washington, D. C. Applicant is owner of **WTOB-AM-TV Winston-Salem; WOTV (TV) Richmond, Va.; WSGN-AM-FM Birmingham, Ala.,** and **WLOW Portsmouth, Va.** Filed March 20.

APPLICATION AMENDED

Philadelphia, Pa.—Philadelphia Bcstg. Co. application amended to delete and/or substitute certain paragraphs of Secs. I, II, and III of form 301. Amended March 15.

Existing Tv Stations . . .

ACTIONS BY FCC

KERO-TV Bakersfield, Calif.—Granted mod. of cp to change ERP to 39.8 kw vis., 21.9 kw aur., install DA and make other equipment changes. Ant.: 3,710 ft. Action March 16.

KLFY-TV Lafayette, La.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur. and make equipment changes. Ant.: 440 ft. Action March 16.

WDAM-TV Hattiesburg, Miss.—Granted mod. of cp to change to 57.5 kw vis., 33.9 kw aur., change studio location from "to be determined," Hattiesburg, to trans. site, on U. S. Hwy. 11, Eastabutchi, Miss., and make equipment changes. Announced March 20.

KRCG (TV) Jefferson City, Mo.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur. Ant.: 660 ft. Action March 16.

KSHO-TV Las Vegas, Nev.—Granted STA to operate commercially on ch. 13 for period ending March 20. Announced March 20.

WAST (TV) Hagaman, N. Y.—Granted STA to operate commercially on ch. 29 for period ending April 14 (will operate as satellite to **WROW-TV Albany, N. Y.,** ch. 41). Action March 15.

WABD (TV) New York, N. Y.—Granted cp to change ERP to 37.1 kw vis., 18.6 kw aur., and make equipment changes. Ant.: 1,329 ft. Announced March 20.

KVSO-TV Ardmore, Okla.—Granted mod. of cp to change ERP to 27.3 kw vis., 13.7 kw aur. and install new ant. system. Ant.: 645 ft. Action March 16.

APPLICATIONS

KBID-TV Fresno, Calif.—Seeks mod. of cp to change trans. and studio location to North Ave., 700 ft. east of Fowler Ave., Fresno, ERP to 11.48 kw vis., 6.16 kw aur., and make ant. system changes. Ant. height above average terrain: 380 ft. Filed March 19.

KWGB-TV Goodland, Kan.—Seeks mod. of cp to change ERP to 316 kw vis., 164.5 kw aur., install new ant. system and make minor equipment changes. Ant. height above average terrain: 773 ft. Filed March 15.

WHYN-TV Springfield, Mass.—Seeks mod. of cp to change to ch. 40, ERP to 143 kw vis., 71.5 kw aur., and change type ant. Ant.: 995 ft. Filed March 21.

WCPO-TV Cincinnati, Ohio—Seeks cp to make changes in facilities of existing tv and make minor equipment changes. Filed March 21.

WTPA (TV) Harrisburg, Pa.—Seeks mod. of cp to change ERP to 174 kw vis., 94 kw aur.,

change type ant., and make minor equipment changes. Ant.: 987.5 ft. Filed March 21.

WQED (TV) Pittsburgh, Pa.—Seeks mod. of cp, which authorized new educational tv to change ant. system and ERP to 25.07 kw vis., 12.59 kw aur. Filed March 19.

WRGP-TV Chattanooga, Tenn.—Seeks mod. of cp to change ant. and make minor equipment changes. Ant.: 1,068 ft. Filed March 21.

APPLICATIONS AMENDED

WTVO (TV) Rockford, Ill.—Files amendment to change studio location from "to be determined," Rockford, to trans. location at N. Meridian Rd. at W. State St., 2.2 miles west of Rockford and to request waiver of Sec. 3.613 (b) of rules. Amended March 15.

WBIR-TV Knoxville, Tenn.—Amended to delete reference to change in trans. location, to specify coordinates same as those incorporated in outstanding cp and make further engineering changes. Amended March 15.

WDBJ-TV Roanoke, Va.—Files amendment to change studio location to Times Bldg., 201 W. Campbell Ave., Roanoke. Filed March 15.

PETITIONS

WCIA (TV) Champaign-Urbana, Ill.—Files petition to amend table of assignments so as to add ch. 39 to Springfield, Ill., and substitute ch. 49 for ch. 53 at Lincoln, Ill. Announced March 16.

KTRE-TV Lufkin, Tex.—Petitions FCC to amend table of assignments to change ch. 9 at Lufkin to cover "Lufkin-Nacogdoches, Tex." so that area will be hyphenated and KTRE-TV identified as "Lufkin-Nacogdoches." Announced March 16.

New Am Stations . . .

ACTIONS BY FCC

Marysville, Kan.—W W Bcstg. Co. application for new am to operate on 1570 kc, 250 w D dismissed at request of applicant. Action March 20.

Pineville, Ky.—States Bcstg. System Inc. granted 1230 kc, 250 w unl. Post office address 420 Chinoe Rd., Lexington, Ky. Estimated construction cost $15,860, first year operating cost $30,000, revenue $35,000. Applicant is former owner-operator of **WWKO Ashland, Ky.**, and was permittee of **WFTG London, Ky.** Granted March 21.

Albuquerque, N. M.—Rex A. Tynes granted 1580 kc, 1 kw D. Post office address 1733 Bryn Mawr Dr., N.E., Albuquerque. Estimated construction cost $7,200, first year operating cost $30,000, revenue $36,000. Mr. Tynes is sole owner **KCHS Truth or Consequences, N. M.** Granted March 15.

Waynesburg, Pa.—Commonwealth Broadcasters Inc. granted 1580 kc, 250 w D. Post office address Waynesburg. Estimated construction cost $13,467.16, first year operating cost $3,950, revenue $4,700. Principals include Pres.-Treas. **John S. Booth** (45%), 33.3% owner **WTVE (TV) Elmira, N. Y.**, owner of **WMLP-AM-FM Milton, Pa.**, pres.-treas. **WTOW Towson, Md.**, and vice pres.-gen. manager-33% owner **WCHA-AM-FM Chambersburg, Pa.**; Vice Pres.-Secy. **Earl P. Strine** (10%) WCHA manager, and attorney **Harry Daly** (45%), stockholder in **WOKE Oak Ridge, Tenn., WMLV Millville, N. J.**, and WTOW. Granted March 15.

Savannah, Tenn.—Florence Bcstg. Co. granted 1010 kc, 250 w D. Post office address P. O. Box 137, Florence, Ala. Estimated construction cost $8,000, first year operating cost $30,000, revenue $36,000. Permittee is owner of **WJOI-AM-FM Florence, Ala.** Granted March 15.

Centerville, Utah—Bountiful Bcstg. Co. granted 1600 kc, 1 kw D. Post office address 811 South 5th West, Bountiful, Utah. Estimated construction cost $22,650, first year operating cost $37,500, revenue $39,000. Principals are equal partners **George D. Daley** and **Richard S. Prows**, both with construction interests. Granted March 21.

MISCELLANEOUS

Brooklyn, N. Y.—David R. Rudnick granted authority under Sec. 325 (b) of Communications Act to transmit play-by-play baseball broadcasts from Ebbets Field, Brooklyn, to **CFRA Ottawa, Canada**, for period ending Oct. 15. **WINS New York** previously rendered this service to CFRA. Action March 21.

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APPLICATIONS

Tucson, Ariz.—Pima Broadcasting Co., 1490 kc, 250 w unl. Post office address Box 933, Beverly Hills, Calif. Estimated construction cost $8,000, first year operating cost $50,000, revenue $60,000. Principals are equal owners Pres. **Dawkins Espy**, consulting engineer, and Vice Pres.-Treas. **William John Hyland**, lawyer. Filed March 20.

Winona, Minn.—Albert S. Tedesco, 1570 kc, 1 kw D. Post office address 586 Juul Rd., Hutchinson, Minn. Estimated construction cost $19,740, first year operating cost $48,000, revenue $60,000. Mr. Tedesco is 85% owner **KDUZ Hutchinson, Minn.**, 35% of cp for Algona, Iowa, and 100% owner of applicant for cp for Benson, Minn. Filed March 15.

Holdrege, Neb.—W W Bcstg. Co., 1380 kc, 500 w D. Post office address Box 144, York, Neb. Estimated construction cost $10,179, first year operating cost $36,418, revenue $44,029. Principals are Pres. **William C. Whitlock** (50%), former vice pres.-gen. mgr.-24% owner **KAWL York** and presently self-employed in sales work, and Secy.-Treas. **Betty Rae Whitlock** (50%), former KAWL employe, presently housewife. Filed March 21.

Oneida, N. Y.—John Jacob Geiger, 1600 kc, 1 kw D. Post office address 54 Clayton Ave., Waynesboro, Pa. Estimated construction cost $14,095, first year operating cost $25,000, revenue $30,000. Mr. Geiger is program director, **WAYZ Waynesboro.** Filed March 20.

Bucyrus, Ohio—Bucyrus Enterprises Inc., 1010 kc, 250 w D. Post office address Box 6, Bucyrus. Estimated construction cost $16,967, first year operating cost $41,000, revenue $62,000. Principals include Pres. **James S. Michael** (10%), manufacturing interests; Vice Pres. **Walter R. Michael** (10%), manufacturing interests; Secy.-Treas. **Mitchell S. Acree** (15%), lumber, drive-in theatre interests; **Neal B. Bunn** (10%), 25% owner **WDXL Lexington, Tenn.** Filed March 21.

Cuyahoga Falls, Ohio—Rev. Rex E. Humbard, 990 kc, 250 w D. Post office address P. O. Box 3500, Akron 10, Ohio. Estimated construction cost $37,158, first year operating cost $60,000, revenue $84,000. Rev. Humbard is minister and pastor of Calvary Temple, Cuyahoga Falls. Filed March 19.

Odessa, Tex.—Mid-Cities Bcstg. Co., 1310 kc, 500 w D. Post office address 1801 Del Rancho Dr., Irving, Tex. Estimated construction cost $9,051, first year operating cost $24,000, revenue $30,000. Principals are equal partners **E. L. Roskelley**, former day news editor, **KLIF Dallas, Tex.**, and presently private producer, and **L. J. Roskelley**, milk products firm employe. Filed March 21.

Slaton, Tex.—Star of the Plains Bcstg. Co., 1050 kc, 250 w D. Post office address 1810 W. 19th St., Plainview, Tex. Estimated construction cost $15,705, first year operating cost $36,000, revenue $42,000. Principals are equal owners **Troyce H. Harrell**, minority owner **KVWO Cheyenne, Wyo.**, and salesman **KVOP Plainview**, and **Kermit S. Ashby**, minority owner KVOP and **KVOZ Laredo, Tex.** Filed March 21.

Walla Walla, Wash.—Walla Walla Musicasters, 1320 kc, 1 kw D. Post office address Realty Bldg., Spokane, Wash. Estimated construction cost $13,950, first year operating cost $49,000, revenue $58,000. Principals own **KSPO Spokane, KUTI Yakima**, both **Wash.**; **KOYN Billings, KYNG Kalispell**, both **Mont.**, and hold interests in applicants for new ams to operate at Pasco and Everett, both Wash. Filed March 21.

APPLICATIONS AMENDED

Palm Springs, Calif.—George E. Cameron Jr. application for new am to operate on 1010 kc, 250 w D amended to change to 920 kc, 500 w. Amended March 19.

Homestead, Fla.—Redland Bcstg. Co. cp for new station to operate on 1430 kc, 500 w D amended to make changes in officers, directors and stockholders; move ant-trans. site 2300 ft. north and 500 ft. east of present location, and change studio location to "to be determined." Homestead, Fla. Amended March 15.

Aberdeen, Md.—Harford County Bcstg. Co. application for new am to operate on 1600 kc, 500 w D amended to change to 970 kc, make DA changes, and change trans. and studio location to 1 mile due west of Aberdeen. Amended March 19.

West Warwick, R. I.—Neighborly Bcstg. Co. application for cp for new am to operate on 1420 kc, 500 w D, amended to change ant.-trans. and studio location to Spectacle (west end), Cranston, R. I. and change station location to Cranston. Amended March 15.

Marshall, Tex.—Caddo Bcstg. Co. application for new am to operate on 1220 kc, 1 kw D amended to specify studio location and remote control point as 201½ W. Austin, Marshall. Amended March 19.

Franklin, Va.—S. L. Goodman application for cp to operate new am on 1220 kc, 250 w D amended to change to 1570 kc. Amended March 19.

Existing Am Stations . . .

ACTIONS BY FCC

WOBS Jacksonville, Fla.—Granted increase on 1360 kc, D from 1 kw to 5 kw, trans. to be oper-

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"Guard of Honor"—James Gould Cozzens
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"The Writer Observed"—Harvey Breit

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ated by remote control from 1036 Mary St. Action March 15.

WBEE Harvey, Ill.—Granted increase on 1570 kc from 250 w D to 1 kw DA-D. Action March 21.

KDEF Albuquerque, N. M.—Granted change from 1280 kc to 1150 kc; continued operation with 1 kw D. Action March 21.

WCHV Charlottesville, Va.—Granted change on 1260 kc from 1 kw unl. to 5 kw-LS, 1 kw N. Action March 15.

WRAP Norfolk, Va.—Granted change on 850 kc from 1 kw unl. to 5 kw-LS, 1 kw N. Action March 21.

WPUV Pulaski, Va.—Granted increase on 1580 kc from 500 w to 1 kw D during restricted hours under treaty with Canada; otherwise operates D on 5 kw. Action March 21.

WMCD Welch, W. Va.—Granted increase on 1340 kc from 100 w to 250 w; continued unl.; trans. to be operated by remote control. Action March 21.

APPLICATIONS

KAMD Camden, Ark.—Seeks mod. of cp to change ant.-trans. location to U. S. Rte. 79, about .25 miles northeast of Camden city limits. Filed March 19.

KONG Visalia, Calif.—Seeks cp to change from 1400 kc to 1130 kc; increase power from 250 w to 1 kw, install DA-1; change ant.-trans. location and make changes in ant. system (increase height). Filed March 19.

WDEC Americus, Ga.—Seeks cp to change from 1230 kc to 1290 kc and change from 250 w unl. to 1 kw D. Filed March 19.

WCRB Waltham, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, make equipment changes and change DA-2 pattern. Filed March 19.

WMRP Flint, Mich.—Seeks cp to increase power from 500 w D to 1 kw D. Filed March 19.

KIYT Shelby, Mont.—Seeks cp to change from 1240 kc to 1130 kc, increase power from 250 w to 500 w N, 1 kw D, change studio and trans. location, install DA-N and make ant. system changes. Filed March 20.

KBEC Waxahachie, Tex.—Seeks transfer of control to **W. Richard Tuck Jr.** Corporate change, no change in control. Filed March 15.

WSLS Roanoke, Va.—Seeks cp to increase D power from 1 kw to 5 kw, make changes in DA-D pattern. Filed March 15.

APPLICATIONS RESUBMITTED

WJHO Opelika, Ala.—Resubmits application seeking mod. of license to change name of licensee to **Yetta G. Samford, C. W. Shealy** and **Aileen M. Samford**, executrix of estate of **Thomas D. Samford Jr.**, deceased, and **Miles H. Ferguson** d/b as Opelika-Auburn Bcstg. Co. Resubmitted March 15.

WGMA Hollywood, Fla.—Resubmits application seeking cp to increase power from 500 w to 1 kw. Resubmitted March 15.

APPLICATION AMENDED

WMOX Meridian, Miss.—Application for cp to change frequency from 1240 kc to 1010 kc; change power from 250 w to 5 kw; change hours from unl. to D amended to change power from 5 kw D to 10 kw D, 1 kw N; change hours from D to unl; install DA-2 and change trans. location. Petition filed for waiver of 3.28 (c) and 3.24 (b) of rules. Amended March 21.

Existing Fm Stations . . .

ACTIONS BY FCC

WOL-FM Washington, D. C.—Granted cp to change ERP to 20 kw, ant. height to 485 ft., change trans. location and change ant. system. Announced March 20.

WKEU-FM Griffin, Ga.—Cp forfeited and call letters deleted. No license application filed. Action March 19.

KIND-FM Independence, Kan.—Authorization forfeited and call letters deleted; no license application filed. Action March 15.

WORG-FM Orangeburg, S. C.—Cp forfeited; no license application filed. Action March 15.

WFMR (FM) Glendale, Wis.—Granted mod. of cp to change ERP to 24.5 kw, ant. height to 35 ft. and change ant. system. Announced March 20.

APPLICATION

WWMT (FM) New Orleans, La.—Seeks cp to change ERP to 44.1 kw and make slight change in ant. system. Ant.: 215.2 ft. Filed March 21.

Ownership Changes . . .

ACTIONS BY FCC

WJAM Marion, Ala.—Granted involuntary assignment of permit to equal partners **Kathleen W. Neely**, presently part owner of WJAM, and **Elizabeth H. Neely**. No consideration; transaction is based on will provisions. Granted March 15.

WHBB Selma, Ala.—Granted transfer of control to **John F. Townshend** for $19,500. Mr. Townshend is among present WHBB principals. Announced March 20.

KGPH Flagstaff, Ariz.—Granted transfer of control to **George R. Cook, John L. Hogg, James W. Ross, Glenn Snyder**, and **John R. Williams** for $27,500. Mr. Cook owns 20% of **KOY Phoenix**, 16.6% of **KYMA Yuma**, both **Ariz.**, and is minority stockholder in parent company of **WLS Chicago**. Mr. Hogg owns 20% of KOY and 16.6% of KYMA. Mr. Ross is KOY local sales manager. Mr. Snyder is 20% owner of KOY, 16.6% stockholder in KYMA and has interest in WLS. Mr. Williams also holds 20% of KOY and 16.6% of KYMA. Granted March 21.

KWHN Fort Smith, Ark.—Granted involuntary transfer of control to estate administrators **Salome Nakdimen** and **J. H. Friedman**. Announced March 20.

KBHS Hot Springs, Ark.—Granted transfer of control to **A. M. McGregor** for $47,000. Mr. McGregor is former stockholder in **KSTT Davenport, Iowa**. Granted March 15.

KWKW-AM-FM Pasadena, Calif.—Granted assignment of licenses to Southern California Bcstg. Co. Corporate change only; no change in control. Granted March 16.

KLVC Leadville, Colo.—Granted assignment of license to **Raymond E. Roberts** for $28,000. Mr. Roberts is former editor and publisher of *Colorado Wonderland* magazine. Granted March 15.

WHBO Tampa, Fla.—Granted assignment of license to Gateway Broadcasters Inc. for $15,000 plus rental at rate of $12,000 per year for 10 years. Principals include Pres.-Treas. **John A. Boling**, former owner of **WQIK Jacksonville, Fla.** Granted March 15.

WTIM Taylorville, Ill.—Granted assignment of license to Moyer Bcstg. Corp. for $33,000. New principals are Vice Pres.-Treas. **Caterina Chesi** (20%), 10% owner **WBBA Pittsfield, Ill.**; Vice Pres. **John Corsiatto** (20%), appliance dealer, and **G. B. Meyer** (5%), 25% owner of WBBA. Granted Feb. 21.

KROS-AM-FM Clinton, Iowa—Granted transfer of control to **Bernard M. Jacobsen, Maenard W. Jacobsen** and **Helen S. Jacobsen** under order of estate executor. Jacobsens were all minority owners of station, will now be sole owners. Granted March 15.

WBRT Bardstown, Ky.—Granted assignment of license to **Lawrence W. Adams** for $50,000. Mr. Adams is program dir. of **WVJS Owensboro, Ky.** Granted March 21.

WNGO-AM-FM Mayfield, Ky.—Granted transfer of control to **T. E. Brewer** and **R. B. Ligon** for $27,560. Messrs. Brewer and Ligon are presently 33% and 2% owners, respectively, of WNGO-AM-FM. Granted March 21.

WAFB-AM-FM-TV Baton Rouge, La.—Granted transfer of control to **WDSU Bcstg. Corp.** for $148,600. WDSU held 26.7% of stock and will hold 57.8%. WDSU Bcstg. is licensee of **WDSU-AM-FM-TV New Orleans, La.** Granted March 15.

WESO Southbridge, Mass.—Granted assignment of license to WESO Bcstg. Corp. for $99,370. Principals include Pres. **Joseph L. Rosenmiller Jr.** (53%), H-R Television Representatives salesman; Vice Pres.-Treas. **Peter A. Bordes** (17%), marketing and business consultant and **Joseph C. Amaturo** (20%), NBC sales representative. Granted March 15.

KAUS Austin, Minn.—Granted assignment of cp to **Minnesota-Iowa Television Co.** Corporate change only; no change in control. Announced March 20.

KCUE Red Wing, Minn.—Granted assignment of license to **Hiawatha Bcstg. Co.** Corporate change only; no change in control. Granted March 21.

KTCB Malden, Mo.—Granted assignment of license to Tri-County Bcstg. Co. for $22,185. Principals are Pres. **C. W. Craft**, auto dealer; Vice Pres. **J. D. Craft**, auto dealer, and Secy.-Treas. **Harold Gregson**, broadcaster. Granted March 15.

WJAG Norfolk, Neb.—Granted assignment of license to **WJAG Inc.** Corporate change only; no change in control. Announced March 20.

WDLC Port Jervis, N. Y.—Granted assignment of license to Port Jervis Bcstg. Co. for $50,000. Principals include Pres.-Treas. **Sidney Sakofsky** (50%), pharmacist, and Vice Pres.-Secy. **Oscar Wein** (50%), WDLC commercial manager. Granted March 15.

WNOS-AM-FM High Point, N. C.—Granted assignment of licenses to **Statesville Bcstg. Co.** for $57,500 plus assumption of $4,700 mortgage. Statesville is owner of **WSIC-AM-FM Statesville, N. C.** Granted March 21.

WXEL (TV) Cleveland, Ohio-KPTV (TV) Portland, Ore.—Granted assignment of cps to **Storer Bcstg. Co.** Corporate change only; no change in control. Announced March 20.

KOTV (TV) Tulsa, Okla.—Granted transfer of control to **John H. Whitney**. Mr. Whitney will control 56.5% instead of previous 44%. No change in corporate control. Granted March 15.

WRTA Altoona, Pa.—Granted assignment of license to Altoona Trans-Audio Corp. for $42,500. Principals include **Pottsville Trans Video Corp.** (38.4%), part owner of three community ant. systems; Vice Pres. **Louis H. Murray** (15.4%), former station manager of **WPAM Pottsville, Pa.**; Asst. Secy. **Horace J. Richards** (7.7%), WPAM asst. manager and Treas. **John L. Miller** (38.4%), varied business interests. Granted March 21.

KABR Aberdeen, S. D.—Granted involuntary transfer of control to **Tressa Hunt** and **Virginia Hunt**, administratrices of estate of **Delbert T. Hunt**, deceased. Announced March 20.

KBRZ Freeport, Tex.—Granted transfer of control to **William D. Schueler** for $59,525. Mr. Schueler is former 50% owner of Brent Gunts Prod. (radio-tv show producer) and former salesman for Interstate Television Corp. Granted March 21.

KTAN Sherman, Tex.—Granted assignment of license to **J. L.** and **W. W. Groves** for $37,500. J. L. Groves is former drive-in theatre owner and W. W. Groves is **KBIM Roswell, N. M.**, commercial manager. Granted March 21.

KVWC Vernon, Tex.—Granted assignment of license to Johnson-Garrison Co. for $55,000. Principals are **Petty Durwood Johnson** (66.6%), commercial manager of **KLVT Levelland, Tex.**, and **Earl Joe Garrison** (33.3%), former KLVT commercial manager. Granted March 15.

APPLICATIONS

WGAF Valdosta, Ga.—Seeks transfer of control to Pres. **George B. Cook** for $28,000. Mr. Cook, presently a minority stockholder, will hold about 64% of outstanding stock. Filed March 21.

WBEN-AM-FM-TV Buffalo, N. Y.—Seeks transfer of control to **Kate Robison Butler**, executrix under will of late **Edward H. Butler**. Mr. Butler was majority stockholder of Buffalo Evening News Inc., which controls **WBEN-AM-FM-TV**. Filed March 19.

KWIN Ashland, Ore.—Seeks transfer of control to **Douglas D. Kahle** for $50,000. Mr. Kahle is general manager of **KNTV (TV) San Jose, Calif.** Filed March 19.

KLAD Klamath Falls, Ore.; KBOY Medford, Ore.—Seek assignment of licenses to K-Lad Broadcasters and K-Boy Broadcasters, respectively, for $70,000. Principals are equal partners **Clarence E. Wilson** and **P. D. Jackson**, presently part-owners of KLAD and KBOY. Filed March 19.

KWAT Watertown, S. D.—Seeks transfer of control to **Life Companies Inc.** through stock transaction involving present licensee **Midland National Life Insurance Co.** No consideration. Filed March 21.

KEAN Brownwood, Tex.—Seeks assignment of license to KEAN Radio Corp. for $20,000. Principals are equal partners Pres. **Joe Henry Childs**, county clerk, Brown County, Tex.; Vice Pres. **Clifford Edwin Farren**, and Secy-Treas. **Clifton James Farren**, musicians. Filed March 21.

KSTV Stephenville, Tex.—Seeks assignment of license to KSTV for $57,500. Principals are **Oscar**

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H. Halvorson (50%), chief engineer, **KGCX Sidney, Mont.**, and **Olaf Folkvord**, rancher. Filed March 15.

KXOX Sweetwater, Tex.—Seeks assignment of license to Radio KXOX for $85,000. Sole owner **F. L. Ledbetter** is retail dry goods dealer. Filed March 21.

KAPA Raymond, Wash.—Seeks assignment of license to Willapa Bcstg. Co. for $25,000. Principals are **Robert E. Claunch** (33.3%), sales promotion, Liggett & Myers Tobacco Co.; **J. W. Reavley** (33.3%), advertising sales representative, Pacific Telephone & Telegraph Co., and **R. W. Regan** (33.3%), construction engineer. Filed March 15.

WCAN-TV Milwaukee, Wis.—Seeks assignment of cp to **Lou Poller**, present 95% owner. Mr. Poller is buying remaining 5% from **Alex Rosenman** for $54,259. Filed March 15.

Hearing Cases . . .

FINAL DECISION

Multiplexing Uhf—FCC denied petition by Joseph Brenner, Beverly Hills, Calif., requesting amendment of Parts 2, 3 and 4 of rules to authorize multiplexing of aural transmission of uhf stations. Action March 15.

INITIAL DECISION

Wolf Point, Mont.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Hi-Line Bcstg. Co. for new am to operate on 1490 kc, 250 w unl. in Wolf Point and denial of mutually exclusive application of The Wolf Point Bcstg. Co. Action March 19.

OTHER ACTIONS

Fresno, Calif.—**B. L. Golden** designated for hearing on application for new am to operate 980 kc, 500 w D and made **KBOX Modesto** and **KECC Pittsburg**, both **Calif.**, parties to proceeding. Action March 15.

Wichita, Kan. — Announced its memorandum opinion and order which denied July 8, 1955, petition of Taylor Radio & Television Corp. for reconsideration, rehearing and grant, also July 8 and Nov. 15 petitions for rehearing and Feb. 1 motion for leave to file affidavits filed by Radio Station KFH Co., directed against Commission's decision of June 9, 1955, granting application of Wichita Television Corp. for new tv to operate on ch. 3 in Wichita and denying competing applications of Taylor and Radio Station KFH. Announced March 15.

KARD-TV Wichita, Kan.—Commission announced its memorandum opinion and order denying petition by Radio Station KFH Co. for review of Commission's Jan. 12 grant to Wichita Television Corp. for extension of time to Aug. 8 to complete construction of station **KARD-TV Wichita** (ch. 3). Announced March 15.

Elmira, N. Y.—FCC denied petitions of Central New York Bcstg. Corp. (applicant for ch. 18, Elmira, N. Y., to operate as satellite to its **WSYR-TV Syracuse, N. Y.** [ch. 3]) for rehearing, reconsideration, stay and other relief, and by **WINR-TV Binghamton, N. Y.**, for reconsideration and other relief, directed to Commission's Nov. 30, 1955, report and order which assigned ch. 9 to Elmira. Action March 15.

Brewster-Entiat, Wash.—FCC ordered hearings on May 3 for Entiat and May 7 for Brewster-Pateros Tv Assn. to show cause why they should not cease and desist from operating tv "booster" stations without licenses, without licensed operators, and rebroadcasting programs without authority of originating stations. Parties were previously warned of unlicensed operations. Action March 21.

Olympia, Wash.—FCC granted protest by **KGY Olympia** to extent of designating for hearing on May 8 application of KITN to operate on 1440 kc, 500 w D in Olympia; made protestant party to proceeding bearing burden of proceeding with introduction of evidence and burden of proof; denied in all other respects protest to Jan. 25 grant of KITN application. Action March 21.

WDUX Waupaca, Wis.—Designated for hearing on application to increase power from 500 w to 1 kw, on 800 kc, D; made **KXIC Iowa City, Iowa**, party to proceeding. Action March 21.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican stations mod. appendix containing assignments of Mexican stations attached to Recommendations of the North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List #188 **Feb. 27, 1956**

580 kc

XEUD Tapachula, Chiapas—(delete assignment), 500 w ND unl. Class III. 7-27-56.

XEUD Tuxtla Gutierrez, Chiapas—(New), 1 kw D, 100 w N, ND, unl. Class IV. 7-27-56.

690 kc

New Progreso, Yucatan—50 kw ND, unl. Class II. 7-27-56.

790 kc

XENT La Paz, Baja, Calif.—(change in N power), 2 kw D, 750 w N, ND, unl. Class III. 3-27-56.

970 kc

XEVT Villahermosa, Tabasco—(correction of error in call letter) 5 kw D, 400 w N, ND., unl. Class III.

1500 kc

XEFG Tepatitlan de Morelos, Jalisco—(New) 500 w ND, D. Class II. 7-27-56.

Routine Roundup . . .

March 15 Decisions

By the Commission

Granted SCA

KAIM-FM Honolulu, Hawaii.

March 15 Applications

ACCEPTED FOR FILING

License to Cover Cp

WETU Wetumpka, Ala.—Seeks license to cover cp which authorized change in frequency, increase in power.

WDSP DeFuniak Springs, Fla.—Seeks license to cover cp which authorized new am station.

WGYV Greenville, Ala.—Seeks license to cover cp which authorized change in frequency, increased power and changed hours of operation.

KWIQ Moses Lake, Wash.—Seeks license to cover cp which authorized new am station.

WBEC-FM Pittsfield, Mass.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of License

KJAY Topeka, Kan.; KODY North Platte, Neb.; KTAT Frederick, Okla.; KVLH Pauls Valley, Okla.; KOLS Pryor, Okla.; KSPI-FM Stillwater, Okla.; KXXX Colby, Kan.; KNCK Concordia, Kan.;KWBE Beatrice, Neb.; KRGI Grand Island, Neb.; KBON Omaha, Neb.; KOIL Omaha, Neb.; KNEB Scottsbluff, Neb.; KOCY Oklahoma City, Okla.

Modification of Cp

KRRV Sherman, Tex.—Seeks mod. of cp (which authorized two new towers and make changes in DA system) for extension of completion date.

WMAL-TV Washington, D. C.—Seeks mod. of cp (which authorized cp for changes in facilities of existing station) to extend completion date to 5-30-56.

Radio Americas Corp., Mayaguez, P. R.—Seeks mod. of cp (which authorized new station) to extend completion date to 9-27-56.

Cp

WCBC-TV Anderson, Ind.—Seeks cp to replace expired cp (as replaced) which authorized new station.

KSOU (FM) Santa Clara, Calif.—Seeks cp to replace expired cp which authorized new educational fm station.

WNYC-FM New York, N. Y.—Seeks cp to replace expired cp which authorized changes in licensed station.

Remote Control

WLAR Athens, Tenn.

March 16 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to March 13 to file petition for review of action of hearing examiner in receiving evidence on only two of designated issues in proceeding re am applications of Courier-Times Inc., New Castle, Ind., and **WSLM Salem, Ind.** Action March 13.

Great Lakes Television Inc., Buffalo, N. Y.—Granted petition for extension of time to March 20 to file reply brief to exceptions to initial decision in ch. 7 proceeding, Buffalo.

WHDH Inc., Boston, Mass.—Granted petition for extension of time to March 22 to file exceptions to initial decision in ch. 5 proceeding, Boston.

By Chief Hearing Examiner James D. Cunningham

Supreme Bcstg. Co., Mayaguez, P. R.—Granted petition for dismissal of its tv application (ch. 3). Action March 13.

By Hearing Examiner Annie Neal Huntting

Port Arthur College, Port Arthur, Tex.—Dismissed Feb. 24 motion to strike opposition filed by Jefferson Amusement Co. Feb. 24 to petition for leave to amend filed by Port Arthur Feb. 14 (ch. 4). Action March 15.

Parma-Onondaga, Mich. — Ordered that any party having objections to specified corrections to transcript of hearings, prehearing conferences, and oral arguments, in ch. 10 proceeding, Parma-Onondaga (Trian Television Corp., *et al*), shall file with Commission, and serve on other parties, statement of all objections, with supporting reasons, within 15 days from date hereof. Action March 15.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted petition for extension of time from March 15 to April 2 for filing proposed findings and conclusions, and from April 2 to April 20 for filing reply briefs in ch. 13 proceeding, Biloxi, Miss. (Radio Associates Inc.). Action March 14.

The Cerritos Bcstg. Co., Signal Hill, Calif.—Denied petition for continuance of hearing from March 20 to unspecified date to be fixed after Commission acts upon two petitions for enlargement of issues filed by applicant Albert John Williams, Inglewood, Calif., on Oct. 17 and Nov. 14. Action March 14.

March 19 Applications

ACCEPTED FOR FILING

Modification of Cp

WFLB Fayetteville, N. C.—Seeks mod. of cp (which authorized mounting tv ant. on top of existing am tower—increase height) for extension of completion date.

KVTV (TV) Sioux City, Iowa—Seeks mod. of cp (which authorized changes in facilities of existing tv stations) to extend completion date to May 1.

WDMJ-TV Marquette, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 19.

WFAA-TV Dallas, Tex.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Oct.

Renewal of License Returned

WNAD Norman, Okla.—Application for renewal of license returned; not signed properly.

March 20 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Fresno, Calif.—Ordered that hearing re am application of B. L. Golden, Fresno, is scheduled to commence June 4. Action March 16.

By Hearing Examiner Jay A. Kyle

KSLM-TV Salem, Ore. — Granted motion for continuance from March 19 to May 21 for exchange of exhibits, and from March 26 to May 28 for hearing re application for mod. of cp (ch. 3). Action March 15.

By Hearing Examiner Thomas H. Donahue

Seattle, Wash.—Issued notice of conference to be held March 21, to discuss scope and date of future hearing in ch. 7 proceeding, Seattle, involving applications of Queen City Bcstg. Co. Action March 16.

By Hearing Examiner Basil P. Cooper

Straits Bcstg. Co., Cheboygan, Mich.—Dismissed as moot petition of March 8 for continuance from March 15 to April 25 of hearing in ch. 4 proceedings, Cheboygan, involving its application and that of Midwestern Bcstg. Co.; issues were amended subsequent to filing of petition and as amended were subject of hearing March 15, at

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which time date for further hearing was specified on record. Action March 15.

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of March 16

KWEW Hobbs, N. M.—Granted license covering change in facilities, installation of DA-N and operate trans. by remote control.

WTHI Terre Haute, Ind.—Granted license covering changes in DA system and changing studio location to 918 Ohio St., Terre Haute.

WNBZ Saranac Lake, N. Y.—Granted license covering change in frequency.

WFRL Freeport, Ill.—Granted permission to sign-off at 6 p.m. April through Aug.

WPDR Portage, Wis.—Granted permission to sign-off at 6 p.m. during the months of April through Sept., except for special broadcast when station may remain on air up to licensed sign-off time.

WCBC-TV Anderson, Ind.—Granted cp to replace expired cp which authorized new tv station (ch. 61).

KMUL Muleshoe, Tex.—Granted mod. of cp to change ant.-trans. and studio location.

KHIL Fort Lupton, Colo.—Granted mod. of cp to change ant.-trans. and studio location.

Following were granted extensions of completion dates as shown: **WMAL-TV Washington, D. C.**, to 5-30-56; **WINA Charlottesville, Va.**, to 6-27-56; **WCDL Carbondale, Pa.**, to 6-20-56.

WLAR Athens, Tenn.—Granted authority to operate trans. by remote control from 148 N. Jackson St.

Actions of March 15

WDOX (FM) Dover, Del.—Granted license for fm station.

WTRB Ripley, Tenn.—Granted permission to sign-off at 6 p.m. (CST) during April through Sept.

Actions of March 14

WSHE Sheboygan Falls, Wis.—Granted license for am station.

KWIP Merced, Calif.—Granted license for am station.

WJAR Providence, R. I.—Granted license covering change from DA-2 to DA-N.

WBBR Brooklyn, N. Y.—Granted mod. of license to change name of licensee to Watchtower Bible & Tract Society of New York Inc.

WJHO Opelika, Ala.—Granted mod. of license to change name to Yetta G. Samford, C. S. Shealy, and Aileen M. Samford, executrix of the estate of Thomas D. Samford Jr., deceased, and Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co.

KDBC Mansfield, La.—Granted permission to sign-off at 6 p.m. from April through Sept.

WDUX Waupaca, Wis.—Granted extension of completion date to June 20.

Actions of March 13

KAMS (FM) Mammoth Spring, Ark.—Granted license for fm station.

WEOK Poughkeepsie, N. Y.—Granted cp to make changes in ant. (increase height) (side mount short wave receiving ant.).

KCLO Leavenworth, Kan.—Granted permission to sign-off at 6 p.m. each evening through Sept., except for special events, when station may remain on air up to licensed sign-off time.

Following were granted extensions of completion dates as shown: **KSWS-TV Roswell, N. M.**, to 9-8-56; **WKVM San Juan, P. R.**, to 5-25-56, conditions; **KVSO-TV Ardmore, Okla.**, to 10-12-56; **KFBC-TV Cheyenne, Wyo.**, to 9-1-56; **WJDM Panama City, Fla.**, to 9-21-56; **WCHS-TV Charleston, W. Va.**, to 10-11-56; **WAPA-TV San Juan, P. R.**, to 10-12-56.

Actions of March 12

WHBO-TV Memphis, Tenn.—Granted license for tv station and to specify studio location at 1381 Madison Ave., Memphis (ch. 13).

KVOL-FM Lafayette, La.—Granted request to cancel license and delete call letters.

WACA Camden, S. C.—Granted permission to sign-off at 6 p.m. during month of March.

Following were granted extensions of completion dates as shown: **WBUF-TV Buffalo, N. Y.**, to 9-17-56; **KERO-TV Bakersfield, Calif.**, to 6-25-56; **WNBE-TV New Bern, N. C.**, to 10-9-56; **KPTV (TV) Portland, Ore.**, to 10-5-56.

Action of March 9

KDEC Decorah, Iowa—Granted authority to operate trans. by remote control from 308½ W. Water Street.

March 20 Applications

ACCEPTED FOR FILING

Remote Control

WDDT Greenville, Miss.; WINN Louisville, Ky.; WJAR Providence, R. I.

Renewal of License

KJRG Newton, Kan.; KJSK Columbus, Neb.; KBRL McCook, Neb.; WNAD-FM Norman, Okla.

Renewal of License Returned

WREN Topeka, Kan.—Application for renewal of license returned; dated incorrectly.

KXGN Glendive, Mont.—Application for renewal of license returned; signed incorrectly.

Modification of Cp

WDBO-TV Orlando, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 23.

WTVK (TV) Knoxville, Tenn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 19.

KTRE-TV Lufkin, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 1.

License to Cover Cp

KRSN-FM Los Alamos, N. M.—Seeks license to cover cp (which authorized new fm station).

March 21 Decisions

BROADCAST ACTIONS
By the Commission

Renewal of License

Following stations were granted renewal of license on regular basis: **KCJB Minot, N. D.; KEXO Grand Junction, Colo.; KEYZ Williston, N. D.; KFNW Fargo, N. D.; KLJV Huron, S. D.; KLVC Leadville, Colo.; KMON Great Falls, Mont.; KNOX Grand Forks, N. D.; KNUJ New Ulm, Minn.; KRDO Colorado Springs, Colo.; KNIM Maryville, Mo.; KLIK Jefferson City, Mo.; KFAD Fairfield, Iowa; KSJB Jamestown, N. D.; KSLV Monte Vista, Colo.; KVOD Denver, Colo.; KWNO-FM, Winona, Minn.; KXLF Butte, Mont.; KXLL Missoula, Mont.; KXLO Lewistown, Mont.; KXLQ Bozeman, Mont.; KXRA Alexandria, Minn.; WLOL Minneapolis, Minn.**

SCA

WWSW-FM Pittsburgh, Pa.; KFML-FM Golden, Colo.

SCA Dismissed

WSEL (FM) Chicago, Ill.—Pending application for SCA dismissed. Lack of prosecution. Dismissed March 21.

March 21 Applications

ACCEPTED FOR FILING

Modification of Cp

WBGC Chipley, Fla.—Seeks mod. of cp (which authorized new station) for extension of completion date.

KLIZ Brainerd, Minn.—Seeks mod. of cp (which authorized change in frequency; increase power; change in hours, and changes in ant.-ground system) for extension of completion date.

KNAK Salt Lake City, Utah—Seeks mod. of cp (which authorized increase in D power) for extension of completion date.

WIRK-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KSLM-TV Salem, Ore.—Seeks mod. of cp (which replaced expired cp authorizing new tv) for extension of completion date.

Cp

WUNC (FM) Chapel Hill, N. C.—Seeks cp to replace expired cp which authorized changes in licensed station. Filed March 21.

UPCOMING

MARCH

March 26: RAB Clinic, Tulsa, Okla.

March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.

March 26-28: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems.

March 29: Bureau of Broadcast Measurement, Annual Meeting, Royal York Hotel, Toronto, Canada.

March 27: RAB Clinic, Amarillo, Tex.

March 28: Board of Governors, Canadian Broadcasting Corp., Senate Building, Ottawa, Canada.

March 28: RAB Clinic, Albuquerque.

March 29: RAB Clinic, Los Angeles.

APRIL

April 2: RAB Clinic, Fresno, Calif.

April 3: RAB Clinic, San Francisco.

April 4: RAB Clinic, Portland, Ore.

April 5-7: Fifth District Adv. Federation of America (Ohio, Indiana, Kentucky, W. Va.), annual convention, St. Francis Hotel, Canton, Ohio.

April 5: RAB Clinic, Seattle.

April 6: RAB Clinic, Boise, Idaho.

April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.

April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.

April 9: RAB Clinic, Kansas City, Kan.

April 10: RAB Clinic, St. Louis.

April 11: RAB Clinic, Peoria, Ill.

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

April 12-14: Southern California Adv. Agencies Assn., Oasis Hotel, Palm Springs.

April 12: RAB Clinic, Chicago.

April 13: RAB Clinic, Cleveland.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.

April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.

April 23: RAB Clinic, Salt Lake City.

April 24: RAB Clinic, Denver.

April 25: RAB Clinic, Omaha, Neb.

April 26: RAB Clinic, Des Moines, Iowa.

April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.

April 26-28: American Assn. of Advertising Agencies Annual Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 27: RAB Clinic, Cedar Rapids, Iowa.

April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.

April 30: RAB Clinic, Raleigh, N. C.

April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.

May 2: RAB Clinic, Evansville, Ind.

May 3: RAB Clinic, Indianapolis, Ind.

May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.

May 4: RAB Clinic, Columbus, Ohio.

May 8: RAB Clinic, Philadelphia.

May 10: RAB Clinic, New York.

May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

JUNE

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

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Experienced air salesman—news director. Virginia kilowatt independent. Box 726F, B•T.

Salesman wanted: Opportunity for aggressive, experienced salesman with 1000 watt fulltime in central New York. Only one other salesman. Good market. Salary and draw against commission. Experience, references and photo with first letter. Box 877F, B•T.

Network station in state capitol wants radio salesman. Affiliated with newspaper, and top tv station in state and six stations out of state. Highest compensation for producer. $4500.00 per month earns you $1275.00. Want only sober, permanent, ambitious, hustler. Reply to Box 878F, B•T.

Southeastern negro market, clear channel station, will pay 2% commission and good draw for experienced live-wire salesman. Station enjoys competitive advantage and is well accepted nationally and locally. Excellent living conditions. No floaters. Box 887F, B•T.

Experienced radio salesman. Give complete personal details and current earnings first letter. KVOR, Colorado Springs, Colo.

Need salesmen—announcers and salesmen-copywriters for midwest station group. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Experienced salesman, good market, daytime, growing businesses. Mail resume and photo to WSLM, Salem, Indiana.

Wanted: 2 salesmen—1 radio—1 tv. Salary plus commission. Both stations maximum power—both CBS, good opportunity for right man. Give complete details first letter, including references and picture. Post Office Box 269, Little Rock, Ark.

RADIO

Help Wanted—(Cont'd)

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer-engineer, salary $400.00 a month. Virginia kilowatt independent. Box 725F, B•T.

Announcer-operator board, some experience in play-by-play for permanent position in progressive 1000 watt, clear channel station in midwest. Extra benefits available. State salary, availability in application . . . reply Box 769F, B•T.

WLBE, Leesburg and Eustis, Florida, needs good announcer, 1st phone. Good working conditions in growing market, 40½ hours per week. Box 804F, B•T.

Mutual station, Washington State, needs combo man who can call J. C. and high school sports. Send resume, tape, letter to Box 831F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

Announcer-engineer with first class ticket. Excellent opportunity with established Pennsylvania radio station. May have opportunity to learn tv also. Experience helpful but not necessary. We'll train you. Pleasant medium-sized city near large population centers. Congenial staff. Box 872F, B•T.

Announcer for Kentucky independent station. Prefer some experience. Salary—average for industry. Working conditions—good. Send tape and information, first letter. Box 888F, B•T.

Up to $120.00 a week straight salary for top DJ to do 30 hours air work weekly. Pleasant small town in Great Lakes area. Best working conditions. Rush picture, tape and references. Box 893F, B•T.

Engineer-announcer, first phone for 50 hour week. Job includes engineering, announcing and selling if desired. Send references and experience. Will discuss salary personally. Telephone 7263, Collect, Orange, Virginia. Box 904F, B•T.

Announcer-salesman for Mississippi station in good maket. Excellent permanent future. Must write own copy. No beginners. Send complete resume and tape. Box 916F, B•T.

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RADIO

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Opening for announcer-engineer. Five kilowatt, San Joaquin Valley independent. First phone. Experience, references, photo, first letter. KCHJ, P.O. Box 262, Delano, California.

Announcer for "special events" and sales. Salary plus commission. KFRD, Rosenberg, Texas.

Opportunity for good morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

Wanted: Experienced announcer—good salary. Car necessary. Send tape, photo and resume first letter to KSCB, Liberal, Kansas.

Experienced DJ—combo operation—Must have top voice and knowledge of music—$2.41½ per hour. Send resume with tape (tapes returned) KSPO, Realty Building, Spokane, Washington.

We're growing and you can grow with us. If you can announce, create and type, there's a good job here for you. Don't phone but rush written resume, references, etc. Qualified applicants will be asked to send audition tapes. Si Willing, Manager KTLD, Tullulah, La.

Announcer-engineer, 1st phone, pleasant living conditions, plus good opportunity for advancement. Contact WACB, Kittanning Pa.

Immediate opening. Strong on music and news. Fulltime net affiliate. Send background, photo and tape. Station Manager, WCLI, Corning, New York.

DJ needed for daily five hour afternoon record show. Must have experience and showmanship. If you like DJ work without the distractions of other staff duties, you'll like this unusual opportunity. Send photo and tape to Jack Douglas, WFIN, Findlay, Ohio. All tapes returned.

Needed experienced announcer, forty-two hour week. Hospitalization. New plant. Station established 1938. Five kw network. Write WFNC, Fayetteville, North Carolina, give experience, salary required. Interview arranged later.

Wanted: Announcer with minimum one year experience. Contact Program Director, WFRL, Freeport, Illinois.

Morning man. Rural station near Washington, D. C. Send tape, photo, resume. WKIK, Leonardtown, Maryland.

Combination announcer-first phone engineer—wanted by rapidly growing central Pennsylvania University town. Call or write Station Manager, WMAJ, State College, Pa.

Top-notch, experienced announcer, strong on commercials and popular music. Salary commensurate with ability. Metropolitan Washington, D. C., area WPIK, Alexandria, Virginia.

Experienced announcer with first class ticket, for top 5000 watt fulltime station in western Virginia. Write WRAD, Radford, Virginia.

Good music station staff announcer; send comprehensive audition tape 7½ I.P.S. and complete resume of experience, qualifications, education, salary required, photo. WRVC-FM, Norfolk 8, Virginia.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Chief engineer in Iowa city, 20,000 pop. Announcing desirable. Board work approximately half of schedule. Good salary. Box 773F, B•T.

Combo-first phone for 1000 watter. Divide board work with chief engineer. Day work only. Fast growing station. Excellent opportunity . . . write Box 794F, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Help wanted: Radio control room operator possessing first class license. No great experience required. Preference is for residents of Rochester, N. Y., or vicinity. Write Box 889F, B•T.

Combo . . . man with first phone needed immediately. Excellent working conditions, in the middle Georgia area. Pay according to ability. Reply to Box 907F, B•T.

Chief engineer—announcer. Opportunity make more money here than any other comparable market. Successful daytimer on 630. New Collins equipment. Outstanding physical plant. Additional income if ambitious and would enjoy learning parttime maintenance KLEA controlled community tv system. Planning soon installation tv studios equipped operate closed circuit television cable ystem. Send delatils letter, Owner-Manager, KLEA, Lovington, New Mexico.

Need good chief engineer-announcer immediately for west Texas kilowatt daytimer. Excellent salary, permanent position for top-flight man. Send tape, photo and resume to Mike Barrett, KTFY, Brownfield, Texas.

Need engineer-announcers and straight engineers for midwest station group. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Wanted: First class combination engineer. Best of working conditions, good pay. Must have good voice. Advancement depending upon ability. Write to Russ Holcomb, WCEN, Mt, Pleasant, Michigan.

Wanted immediately, combination first ticket engineer-announcer with emphasis on announcing. Good pay. Central location in south. Apply WGAD, Gadsden, Alabama.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Programming-Production, Others

Copywriter. Must have experience. Write, sell copy. Box 742F, B•T.

Announcer: Good voice. Know music, do news, no rock and roll. Send your complete background to Box 743F, B•T.

News editor to gather, edit and report local news. Kw Pennsylvania daytime. Box 873F, B•T.

Program director—chief announcer, progressive station in small fast-growing market. Good salary plus talents. Car necessary. Send tape, photo, resume and references. KSCB, Liberal, Kansas.

Immediate opening for experienced program director. Send all details, tape and photo to Manager, WJZM, Clarksville, Tennessee.

Situations Wanted

Managerial

Twenty years radio and television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 811F, B•T.

Now hear this all ye who seek; sales manager/manager, who knows radio, will sell new local and national business. Knows how to promote, program, and produced taped spots that will sell. Also top announcer. 10 years in radio and tv. Married. Presently located in metropolitan southern market. Will participate in and become a part of the community. Legitimate reason for making change. Box 852F, B•T.

Twenty years manager . . . desire management or management-sales direction position. Box 911F, B•T.

Salesmen

Salesman-announcer. Industrious, reliable. Married. Excellent references. Box 784F, B•T.

36. Family. 13 years broadcast experience. Last three sales. References. Minimum $100.00 weekly. Box 865F, B•T.

Salesman. Young, aggressive, anxious for advancement. Available immediately. Write Box 899F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Six months experience. Authoritative voice. Ambitious. Seek permanent position with future. 70 min. Box 808F, B•T.

Announcer: Experienced am-tv. College graduate, veteran. Presently working in major market. Desire permanent position. Box 853F, B•T.

Your sponsor is my boss. I can increase his sales and yours with listenable, low-pressure delivery. Married, college education, desire permanent relocation in city over 50,000. Box 858F, B•T.

Easy going staff, DJ, seeking progressive radio market. Married, four years experience, college education. Box 859F, B•T.

Experienced announcer desires position in east, with opportunity for television. Minimum $75. Box 862F, B•T.

Announcer, engineer, salesman. 6 years experience. Degree. Married. Prefer southwest. Box 863F, B•T.

Beginner—single, 23, veteran. Six months radio school. Two years AFRS. Would like to do DJ and news. Have tapes. Box 867F, B•T.

Here's your summer replacement. Presently employed with network affiliate. Single, veteran, prefer West Coast, will consider others. Box 875F, B•T.

Young announcer, journalism major, strong news, DJ, like music, married, college, southwest preferred. Box 876F, B•T.

Announcer-DJ. Two years radio. Will travel for right position. Box 879F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, boards, tape. Box 882F, B•T.

DJ, news, baseball play-by-play. 3 years experience. Box 884F, B•T.

Staff announcer, experienced in all phases, looking for good spot with progressive station. Heavy on news and commercials. Immediate availability. Box 890F, B•T.

Wanted: Sober, alert and sincere station manager who is looking for young school trained announcer with same qualifications. Plus good voice and delivery. Single, car, will travel. Write Box 895F, B•T.

Mr. Station Manager. Need an announcer but can't pay for experience. How about above average beginner? Sincere hard-working. Good voice. School trained. Write Box 896F, B•T.

Staff announcer — personality DJ. Commercials that sell, good voice, musician, comic MC, live camera experience, tape. Box 905F, B•T.

DJ-announcer—10 years all phases with emphasis on music, records and live. 35, married. Currently employed. Box 909F, B•T.

Announcing school graduate. Single, willing to travel, seeks employment in small station. Salary no problem. News, sports, DJ, board, tape. Write Box 915F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, local news. Two years experience. References. Hal Anderson, 210 Churchill, Elizabethtown, Kentucky. PH 2420.

June, July, August. Staff announcer, 3 years experience. Any location. Hal Brand, 246 E. Tremont Ave., New York 57, N. Y.

Staff announcer, recent SRT graduate, good personality, selling voice, will relocate, preferably New England states. Tape, resume, available. Cliff Cramer, 4624 258th Street, Great Neck, N. Y. GN 2-2399-J.

2 years experience. Relaxed delivery. Ambitious, young. Charlie Doll, 907 Clinton, Hoboken, N. J. HO 4-9976.

Announcer: 27, write copy, veteran, currently working 250 watt station in south. Desires New England location. Contact Richard P. Grace, Town & Country Apartments, 20 Church Street, Greenwich, Connecticut.

Completed year radio-television school, eager to gain experience at local station, preferably New England. Will send tape, resume. Gust Perito, 3695 Eden Terrace, Bronx, N. Y.

Announcer, newscaster, board man, write copy, third ticket, have car, married, can assume responsibility. Sullivan, 737 11th Street, N. W., Washington, D. C.

Staff announcer presently employed desires permanent position with future—prefer relocate in north. Contact Jim Ward, WBIP, Boonville, Mississippi.

Announcer—experienced staff and hillbilly personality, board operator. Third class ticket. Dude Webb, 815 Pierce Street, Lynchburg, Virginia. Phone 6-2174.

Announcer-DJ: First phone; college degree; married. Former news director; continuity; entertainment. Prefer southern California, consider anywhere. Write: Announcer, 1312 17th Street, Santa Monica, California. EXbrook 5-6495.

Technical

Technician or combo—seeks permanent position. Graduate American TV laboratories, Los Angeles, California. First phone—married, veteran, sober, dependable. Tape-photo-resume. Box 822F, B•T.

Chief engineer, experienced, construction, maintenance, directionals, measurements and remote control. Box 880F, B•T.

Engineer—1st phone, single, 24, veteran. 7 months experience am tranmitters. Will accept radio or tv, studio or transmitter work. Rocco Ferranti 558 West Shore Road, Warwick, Rhode Island. Regent 7-0011.

Programming-Production, Others

Young, married, personable program director of small station seeks position—not just a job. Advancement and financial remuneration primary factors. Hard working, dependable. References will bear me out. Prefer northeast. Box 851F, B•T.

(Continued on next page)

F. C. C. LICENSE *QUICKLY!*

Our specialty is preparing you to pass FCC license examinations. Beginners get 2nd class license in 8 weeks, 1st class in 4 additional weeks. Students with background often finish more rapidly.

Here's proof! A few of our recent graduates, the class of license they got, and how long it took them:

	Class of License	Weeks
Irvin Gemera, 5008 Pembridge, Baltimore	1st	8
W. C. Goodall, 500 Forest Bl., Indianapolis	1st	10
Dick Johnson, 1756 P St., N.W., Wash.	1st	9
Robert LaVoy, 247 Rochelle Rd., Toledo, O.	1st	11
John Marquet, RFD 1, Hummelstown, Pa.	1st	14
P. Martinez, 1013 N. Alvarado, Los Angeles	1st	13
Jack Sanders, 118 Nagle, Harrisburg, Pa.	1st	11
Brent Shriver, 158 E. 136, Hawthorne, Cal.	2nd	5
J. Yeardley, 500 Lynn Pl., Falls Ch., Va.	1st	13

Correspondence or Resident classes

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

GRANTHAM SCHOOL OF ELECTRONICS

DESK 2-D

821 19th St., N.W., Washington 6, D.C. OR 5910 Sunset Blvd., Hollywood 28, Calif.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

College radio-tv director post desired by radio veteran. Background includes small station management. Education degree. Box 868F, B•T.

Music director, radio or tv. Can conduct, arrange, perform (piano, organ and voice), produce, program, announce, DJ; experienced; university degrees. Box 892F, B•T.

Thirty—fifteen years experience radio and tv. Announcer, sales, program director, writer with network credits, newsman with gathering, editing, protographing (still-motion), also production and film experience. Any job anywhere. Box 898F, B•T.

Experienced newscaster, disc jockey, continuity writer. Excellent voice, creative, versatile dependable. Desire permanent position with progressive, organized operation. Contact Dick Landfield, 250 N. Monroe, Decatur, Illinois, Telephone 3-2688.

TELEVISION

Help Wanted

Managerial

Manager wanted for top rated CBS affiliate in rapidly expanding Louisiana market, preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photograph, expected earnings. Replies held strictly confidential. Box 727F, B•T.

Salesmen

Michigan low channel vhf with major network affiliation in one of state's largest markets requires salesman experienced in television. Excellent insurance benefits, earnings and pleasant surroundings. Send information plus picture to Box 682F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Iowa radio and tv station will have opening soon for a man with a 1st phone and some experience. Write Box 771F, B•T.

Super-pay for super tv salesman-promotion. If you are making under $15,000 write Box 861F, B•T.

Vhf network affiliate with full power in one of midwest's richest markets needs experienced responsible salesman immediately. Excellent position for right man. Opportunity to become sales manager if ability merits. Send complete background to Box 901, B•T. Application confidential.

Have opening in sales department. Prefer man with radio or television experience. Send complete details including picture in first letter. WITN-TV, Washington, North Carolina.

Technical

Top-notch tv maintenance or transmitter engineer for Chicago area. State full particulars first letter. Salary commensurate with ability and experience. Box 763F, B•T.

Midwest vhf station needs 3 experienced television operators. Master control, projection and maintenance experience. Send resume and salary required to Box 855F, B•T.

Help wanted: Tv studio engineer at midwest vhf station. Excellent opoprtunity for man with experience. Should have leadership qualities and be willing to accept responsibility. State experience and references, and enclose recent snapshot. Box 866F, B•T.

Texas vhf has opening for highly qualified transmitter engineer to supervise RCA 50kw plant. Also, opening in studio maintenance. Box 903F, B•T.

Newspaper owned tv station has immediate opening for controlroom technicians. Send complete background qualifications, photo to Wallace Wurz, Chief Engineer, WTVH-TV, Peoria, Illinois.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 671F, B•T.

Promotion-advertising manager. Michigan vhf. Major market and network affiliations. Good salary to right man. Some art work ability helpful. Send complete resume with some samples of work. Must send photo or snapshot. Reply to Box 681F, B•T.

Production supervisor for midwestern major network vhf in medium market. Excellent opportunity for versatile men to supervise studio production, traffic, film under aggressive young management. On-air ability helpful. Send resume to Box 891F, B•T.

Man experienced in directing and production work, to be responsible for creation and execution of commercial for local accounts at established vhf station affiliated with all networks. Good salary. Contact Bob Morrison, WKBT, La-Crosse, Wisc.

Situations Wanted

Managerial

Sales manager—thoroughly experienced in all phases of television sales. Currently employed by top N. Y. station representative as tv account executive. Experience also includes five years media supervision with major New York advertising agencies. Excellent references. Under 30, married. Box 810F, B•T.

Manager, commercial manager, or programming manager experienced all these phases tv and radio. Fourteen years experience include network and agency. 37 years old; excellent references; presently employed. Box 864F, B•T.

THIS TALENT TAKEN

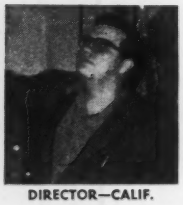
THESE GRADUATES ARE NOT AVAILABLE

SALES—WISCONSIN

CAMERA-DIR.—OHIO

PROJECTIONIST—IOWA

CAMERA-FLR.—IOWA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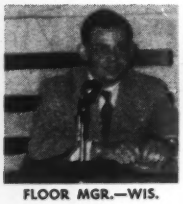
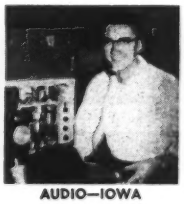

FLOOR MGR.—WIS.

COPY—KANSAS


AUDIO—IOWA

CAMERA—OKLA.

ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

AUDIO—WIS.

These are but a few of the Northwest graduates who have recently gone to work in Broadcasting throughout the country. However, we have some others, equally well qualified, who are now available in your area. You will find, just as those who hired these people found, that there is a Northwest graduate especially tailored for your specific needs, yet thoroughly trained for all phases of TV production work. Call Northwest FIRST. Write, wire or phone John Birrel, Employment Counselor.

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Good salesman—three and a half years television experience. One year director, one year production manager, one and half years program director-salesman with top billing on station. Would like to advance to assistant sales manager or local sales manager. College graduate. Will provide references including present employer. Box 914F, B•T.

Announcers

Announcer, commercial delivery that sells. Authoritative newscasts. Experienced MC, entertainer. Six years radio, some tv. Age 28, family. Box 787F, B•T.

Technical

Chief engineer, presently employed, 15 years tv and broadcasting experience desires responsible position with established station. Prefer south or west. Box 885F, B•T.

1st phone, tv school grad. 2½ years experience radio and tv. Box 906F, B•T.

Programming-Production, Others

Seek position as photographer, still or 16mm; or camera and floor-man. Have six years experience in photography. Will furnish very good references. Box 783F, B•T.

Producer-director: Experienced in all phases and problems tv production. Prefer executive producer or production manager position. Record and references. Box 886F, B•T.

Top production manager. Medium vhf market. Excellent experience, education, references. Family. Desire agency, larger market. Box 894F, B•T.

Producer director, six years experience, all phases tv, including switching. Can assume responsibility. Age 32, married. Box 910F, B•T.

FOR SALE

Stations

Station located in suburb of major market. One kilowatt daytimer. $90,000 total, ½ cash, balance on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

FOR SALE

Stations

Single station market, Mississippi, total price under $30,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Two Florida small market stations, both available on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

New offering. Single-station market. Western location. $37,500 with down payment $19,750. Details to qualified buyers only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

Transmission line, communication products, 3⅛ inch, 51.5 ohm line cat #101-506, nitrogen pressurized and in service, available approximately April 1, 1956. F.O.B. Cincinnati. 50—20 foot sections and assorted elbows and fittings and shorter lengths. Box 772F, B•T.

For sale: 1 RCA 7000 megacycle color corrected relay system, $5,000.00 2 RCA TP16B and projectors, $1,000.00 each. Box 796F, B•T.

Accepting bids on 10kw, fm type, BTF-10B, RCA transmitter, complete and in excellent condition, presently in operation. Box 857F, B•T.

1kw DuMont, Channel 39, transmitter, used 8 months, perfect condition. Also, 680 feet of 7½ by 15 wave guide. Priced to sell. Box 874F, B•T.

Magnecord PT6J-AH. Like new, with remote control, 10" reel adapters. Used about 110 hours. Best offer over $475.00. Box 913F, B•T.

Opportunity for your to modernize your present turntables. Three brand new Gray playback arms, slightly used, Model 106-SP. Ready for whatever cartridge (standard or microgroove) you wish to use. Will sell any or all. Contact R. A. Pugsley, KFOR, Lincoln, Nebraska.

For sale: One 16mm Holmes tv RP Model B projector, and one preamplifier TV-179 in excellent condition. For other information, write or call Jon McKinley, General Manager, KTVR, Denver, Colorado.

900 feet Andrew type 452 steatite line, 3⅛ inch, 51.5 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.

Used RMC reproducers, first $100 offer takes. One Universal (UL-1D), two lateral (LL-1D), two vertical (VL-1D) heads and four tone arms (A-16) with rests. WICH, Norwich, Connecticut.

FOR SALE

Equipment

Boothe Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. Write or call Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Executive car leasing company—Lease a new 1956 Cadillac for only $155.00 per month—Drive a new 1956 Cadillac without investing one cent. Low rental payments include license, taxes, insurance, registration fee. 100% tax deductible. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Television equipment: Camera lenses and optics from the world's largest source. Available from our stock. We are prepared to make prompt shipment from extreme wide angle to extreme telephoto. Color corrected, precision mounted optics now used by major chains. Lists available by return mail. Rental—purchase plan for tight budgets. Write Thomas James, Burke & James, Inc., 321 S. Wabash Avenue, Chicago 4, Illinois.

(Continued on next page)

DISC JOCKEY'S Opportunity Unlimited

WJET - The fabulous JET in ERIE, Pa. Rated NO. 1. - serving 1/4 Million.

WHOT - New "White Hot" indie in Youngstown Ohio - Market population half million

Needed immediately one DJ for each station. The men we want are young experienced DJ's with their own personality and plenty on the ball. They will already have a good following and will have the respect of their associates for a mature adult outlook on the radio business. Our men should be almost ready for the big time. Experience with us will season for the big step or they may stay and grow with a rapidly expanding organization specializing in the new independent radio. Above average salary! Profit sharing at JET. An extra opportunity exists at JET for a strong commercial announcer with automatic programming experience. If you feel that you qualify send a carefully made tape to Myron Jones, President c/o WJET, Erie, Penna.

3 TOP-NOTCH SALESMEN WANTED

We have immediate openings for 3 hard-hitting aggressive salesmen. These three stations are heavily promoted, and your earnings are limited only by your own efforts. We want men who are going places—and we'll help you get there! There's a great future awaiting you at—

WITH
Radio, Baltimore

WLEE
Radio, Richmond

WXEX
TV, Richmond
Petersburg and
Central Virginia

Tell your whole story
in a letter to:

Les Alexander
WITH
7 E. Lexington St.
Baltimore, Maryland

WANTED TO BUY

Stations

All, part or lease good radio property. Owner-manager, successful operator. Box 797F, B•T.

250 watt fulltime in Texas or southwest. Small or medium market. Confidential. Box 869F, B•T.

Part interest, radio or tv operation. Small, medium market. Young family man, community minded, can make small investment. Put to work, get results from 10 years am/tv experience in sales, promotion, merchandising, programming, publicity, news writing, reporting. Looking for lifetime association. Box 900F B•T.

Race station. Multiple interested buyers. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Stations wanted now! Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Ralph Erwin, Exclusive Broker of Theatres and radio-tv properties, 1443 South Trenton, Tulsa.

Equipment

Transcription libraries purchased, any service, old or current. **Box 495F, B•T.**

RF bridge, General Radio 916 or equivalent, rush description, price. Also RF generator, give description. Box 798F, B•T.

Wanted to buy: Complete equipment for 1kw am station. Box 854F, B•T.

Wanted: Complete equipment for 3kw fm station. Must be in good condition. List all equipment and state best price. Box 856F, B•T.

Cash paid for operating condition 3kw fm transmitter, antenna, monitor. Prefer West Coast. State make, condition, lowest crated F.O.B. price. Box 902F, B•T.

Wanted: Good late model 1kw transmitter for high end of broadcast band. No composites. Must be in top condition. Cash. Reply Box 912F, B•T.

Wanted: 3 bay tv antenna for Channel 2. Write to XHNL-TV, Apartado 1875, Monterrey, N. L., Mexico.

Miscellaneous

Will spend $1,000 a month for good film-western, mystery, drama, comedy. Write Box 860F, B•T.

Interested in history? Tourist attractions are big business. Revolutionary fort and museum. 150,000 visitors at $1.00. Lease. Box 883F, B•T.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone license preparation; beginners, radio technicians, announcers. Evenings. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Salesmen

WANTED!

QUALIFIED RADIO SALESMAN

Ready to settle in Detroit area and earn $10,000 and upward each year. Liberal reward for information leading to the capture of such a critter.

Box 908F, B•T

Programming-Production, Others

NEWSMAN WANTED

Well established midwestern radio-TV station wants qualified News Reporter for radio operation capable of effectively presenting TV news and commericals on occasion. Only those experienced in gathering, writing and delivering local news will be considered.

Send photo, details of experience and tape.

Box 870F, B•T

Program Director Wanted

Salary in Five Figures

Leading Eastern network affiliated station in one of the country's top ten markets is looking for experienced Program Director. Prefer aggressive, young, energetic, enthusiastic, man who can handle talent and all phases of programming. All replies confidential.

Send full details to
Box 917F, B•T

RADIO

Situations Wanted

Announcers

ANNOUNCER

Three sports play by play. Major league baseball. Hockey. Basketball. 2½ years Yanks, Dodgers, Giants Network games Madison Square Garden. Hockey, Basketball (College & Pro), Track, boxing, features, interviews—6 year background major league baseball statistics and production. Highest references. Tapes. College Grad. Married. 28.

Box 881F, B•T

Technical

ENGINEERING

Administrative ability to operate your engineering department efficiently and economically . . . twenty years experience with first class prosperous AM-FM-TV stations . . . thoroughly acquainted with all phases of broadcast engineering . . . very best references . . . brochure on request.

Box 897F, B•T

Programming-Production, Others

EXPERIENCED TIMEBUYER

4 years major New York agency, handling network and national spot AM & TV. Comprehensive background in buying, estimating, budgets, preparation of client estimates, market analysis, media planning, etc. Contacts with clients, networks, other agencies and station relations. Desires stimulating position in buying or position where this background would be helpful and valuable to employer. Female. Early thirties, college graduate. Superior references.

Box 815F, B•T.

TELEVISION

HELP WANTED

Announcers

ANNOUNCER

Are you a good on-camera announcer? Commercials, news, sports, immediate opening. KWTX-TV, CBS-ABC, Waco, Texas.

WANTED: STATION MANAGER WHO KNOWS RADIO AND INTERESTED IN BECOMING IMMEDIATE OWNER

5,000 watt fulltime station in mid-southwest for sale by owner. 200,000 metropolitan market, good ratings, good personalities, good working staff, low overhead, present earnings sufficient to pay out deferred payments after small down payment. Requirements: successful sales record, promotional minded, ambitious and strictly honest. More interested in right kind of man than amount of down payment. Write in complete details to Box 871F, B•T. Wonderful opportunity!

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TV DUAL DUMONT PICKUP UNIT

Two Image Orthicon camera chains and associated equipment. Unit has been in use for a short period of time, well maintained. For details write

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EQUIPMENT

Blaw-Knox 385 foot self-supporting TV or FM tower, fully equipped. Also available, 50 foot Western Electric type 54-A, 8-section antenna and 10 kilowatt Western Electric transmitter. All equipment in excellent condition and priced to SELL QUICKLY at LESS THAN HALF THE REPLACEMENT COST. Will consider total package sale or individual units. Box 827F, B•T.

FOR SALE

STUDIO CONTROL ROOM EQUIPMENT

(complete with tubes)

9 RCA 84A Amplifiers ..... $15 ea.
13 RCA 85B Pre-Amplifiers ..... $10 ea.
5 RCA 85X Isolation Amplifiers . $10 ea.
3 RCA BA-2C Booster Amplifiers ..... $15 ea.
1 Presto Type L Playback & Amplifier ..... $15 ea.
2 T.I.C. Dynamic Noise Suppressors Type 910A ..... $25 ea.
12 RCA Rack Equipment Shelves Type 36B ..... $2 ea.
3 RCA Cabinet Racks Type 9X .. $20 ea.
3 RCA 70D Turntable Motor & Gear Asemblies (No Cabinet) $5 ea.
1 RCA 96A Limiter & Power Supply, $25
2 RCA 50A Inductor Microphones, $5 ea.
3 RCA OP4 Remote Amplifiers .. $20 ea.
1 Minitape Recorder $25

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IN THE PUBLIC INTEREST

Five Public Service Drives To Be Taken Over by AWRT

AMERICAN Women in Radio & Television, in cooperation with The Advertising Council, will take over five of the council's major public service campaigns this year for local community promotion. The plan follows an earlier suggestion by AWRT President Jane Dalton of WSPA-AM-TV Spartanburg, S. C., that the organization of 1,300 women broadcasters "take some of the burdens off the Council's schedule."

The five campaigns—each lasting approximately 10 weeks—and volunteer agencies coordinating them, are ACTION (American Council to Improve Our Neighborhoods) through Young & Rubicam; Register and Vote (American Heritage Foundation) through Leo Burnett; Highway Safety (National Safety Council) through Campbell-Ewald; Better Schools (National Citizens Council for Better Schools) through Benton & Bowles, and Religion in American Life through J. Walter Thompson Co.

To Aid Muscular Dystrophy

FOUR more representatives of the broadcasting industry have been added to the radio-tv-film committee of the Muscular Dystrophy Assns. of America, it was announced by William Mazer, president of the organization. They are Joseph M. Sitrick, publicity manager for the NARTB; Hubbell Robinson Jr., CBS-TV executive vice president; Seymour N. Siegel, New York Municipal Broadcasting System director, and Ted Cott, vice president of the DuMont Broadcasting Co.

Moore Joins Safety Council

RETIREMENT of Dan Thompson as radio-tv director of the National Safety Council, after 14 years, for reasons of health and the appointment of Don Moore, veteran public relations specialist as his successor, have been announced by Paul Jones, council public relations director.

Mr. Moore rejoins the council after serving on the public relations staff of State Farm Mutual Insurance Co., Bloomington, Ill., and before that with KTAR Phoenix.

Armed Forces Day Plugs

MATERIAL on Armed Forces Day, to take place this year May 19, will be mailed directly to television networks and tv stations by the Radio-Television Branch, Office of Public Information of the Dept. of Defense. The material includes slides, balops, sample copy and fact sheets.

WEEB Raises $23,000 for College

OVER $23,000 was raised by WEEB Southern Pines, N. C., last month in a four-hour drive to raise funds for bringing Consolidated Presbyterian College to Southern Pines. The station coordinated drive with the local fund raising committee.

DISC JOCKEYS: Want to join Noemac?

There are now openings for top-flight men in several of the top-rated NOEMAC stations. NOEMAC stations are KLIF, Dallas; WRIT, Milwaukee; WNOE, New Orleans; KELP, El Paso; WGLS, Greater Atlanta; KNOE and KNOE-TV, Monroe, Louisiana and KTSA, San Antonio, Texas—the latter subject to FCC approval.

If you are good—especially if you have a "different" style—send us a tape and prepare for advancement in the expanding NOEMAC group. Send tapes to:

Gordon McLendon
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THE NEWSWEEKLY OF RADIO AND TELEVISION

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editorials

What the Country Needs . . .

APRIL, as a month, can be commended in most respects. Flowers begin to bloom, birds sing, and pretty girls emerge from encumbering furs to go about the public streets in sheer dresses.

It would be a wholly satisfactory month but for the arrival on its last Sunday in some parts of the U. S. of Daylight Saving Time. From that moment on, the question "What time is it?" has no reasonable answer.

For broadcasting networks the Daylight Saving Time period causes complete dislocation of schedules. Radio networks, by the use of relatively inexpensive recording tape, have managed to work out systems of delayed broadcasts to keep the schedules consistent in terms of local times. For tv, the problem is trickier and more costly. The three tv networks spent around $1.5 million last year trying to cope—and even then unsuccessfully—with the illogical confusion of time variables.

The costs of adjusting schedules this year will be even greater. There are more stations on the air. Some areas will again extend their Daylight Time Period beyond the date that others will return from Daylight to Standard. For months, the audiences in many parts of the country will find their favorite programs coming in at unaccustomed, indeed inconvenient, hours.

Since last year a bill to introduce consistency to summer time has been pending in the House. Introduced by Rep. Harley O. Staggers (D-W. Va.), the legislation would put the entire nation on Daylight Saving Time from the last Sunday of April to the last Sunday of September. If the bill were passed, DST confusion would be eliminated.

Mr. Staggers told B•T last week that he hoped for hearings on his proposal "after Easter." We hope for hearings, too, and for prompt and favorable action. And we also hope, along with harried broadcasters and their millions of listeners and viewers, that "after Easter" will not come to mean an indefinite postponement.

This April would be a happy month indeed if there were action on the Staggers legislation.

For Evins' Sake

ANYTHING can happen in an election year—and usually does. But we question whether the late Fred Allen's mythical Sen. Claghorn, in his wildest flights of fantasy, could have dreamed up the kind of cloak-and-dagger inquisition into FCC-broadcaster affairs being conducted personally by Chairman Joe L. Evins (D-Tenn.) of the House Small Business Subcommittee.

This newest sideshow—one of a half-dozen separate inquiries in work in which ambitious legislators can ride the publicity crest of television's astonishing popular appeal—has all the elements of a whodunit. First a questionnaire to the FCC asking for case histories on every tv grant since the GOP took over in January 1953, plus an accounting by each commissioner on every trip he had made, who picked up the tabs, and other data that might better be associated with quests to uncover diabolical plots or malfeasance. The FCC was nonplussed, but supplied what it could.

Then, out of the blue, on March 15, the Evins subcommittee served "dragnet subpoenas on RCA-NBC and CBS for all correspondence with the FCC since the fateful change in administration in 1953. Along with this the sensational, if ridiculous, accusation that these networks controlled FCC policies and personnel through "intimidation," and that public hearings would begin the following Tuesday.

They did. RCA-NBC and CBS carted in bundles of correspondence, which were shoved aside, with the officials asked whether they contained correspondence with several staff-level people at the FCC. But the committee staff presumably first must examine this data (plus more to be supplied) before it resumes questioning the network spokesmen. That, by whatever legislative justification the committee may be disposed to use, constitutes, in the craft's vernacular, a political fishing expedition.

But this, evidently, is only the beginning. A Senate small business subcommittee gets underway next. Its area of inquiry presumably will be radio (as distinguished from tv), and why the FCC after 11 years has done so little about clear channels and the plight of the daytime stations. Then there's the Celler Judiciary Committee, the Kefauver Juvenile Delinquency Committee, and the big tent show before Sen. Magnuson's Senate Commerce Committee, which to date has produced a voluminous record, a bickering *ad hoc* engineering commitee, and not much else except admirable intentions for succor of struggling uhf stations.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"There's grim news on the home front tonight . . . our program just lost its sponsor!"

Add to all this the sound and fury over purported overcommercialism, the FCC's network inquiry, bills being dumped into the congressional hoppers on almost anything connected with tv and networks, the problems of the upcoming nominating conventions and the demands for equal time, and you have just about the most tumultuous condition ever perpetrated against a group of dedicated people trying to do a job for the public and make an honest dollar.

This is no editorial effort to whitewash that which exists today or what has transpired in the past. We have condemned political log-rolling in FCC regulatory affairs where we have found it. When the Republicans took over in 1953, we inveighed against patronage for the sake of patronage alone, to make jobs for "deserving" Republicans. We recognize that politics happens to work that way, particularly after a party has been out of power for 20 years. The Democrats did the same thing when they unhorsed Mr. Hoover in 1933.

The current House Small Business Committee onslaught, in this opening phase, looks to us to be an out-and-out political device to embarrass the FCC, the White House (notably Presidential Assistant Sherman Adams) and a lot of broadcasters, for the sake of vote-getting next November. There may have been inequities involved in some of the FCC actions, but we fail to see where a Small Business Subcommittee of the House finds it to be its business when there are appropriate standing committees which currently are holding hearings on the very same matters.

Mr. Allen

FRED ALLEN disliked pomposity, especially in executives like one who was "so big he has a wastebasket to throw people in."

He also scorned gimmicks, the artificial devices which substitute poorly for creative imagination and hard work.

Mr. Allen held his own against the stuffed shirts. But in a sense he was a victim of a gimmick.

His great radio career came to an end when he ran up against the biggest gimmick of its time, *Stop the Music*. Listeners deserted him in droves to sit by their telephones in the foolish hope of getting a call and a chance to compete for big prizes.

His audience reduced by the popularity of the radio giveaway and the early inroads of Sunday evening television, Mr. Allen gave up his role as a major contributor to broadcasting. It was broadcasting's and the public's loss.

The loss was made permanent on a New York sidewalk March 17.

KPRC-TV Sells Houston With a Southwest Accent

KPRC-TV has sold Houston Gulf Coast folks since 1949 by givin' 'em what they want. Its top local programming is tailored to fit this Southwest audience . . . planned to entertain and sell every income group in Houston's expanding market . . . delivered with a Southwestern accent.
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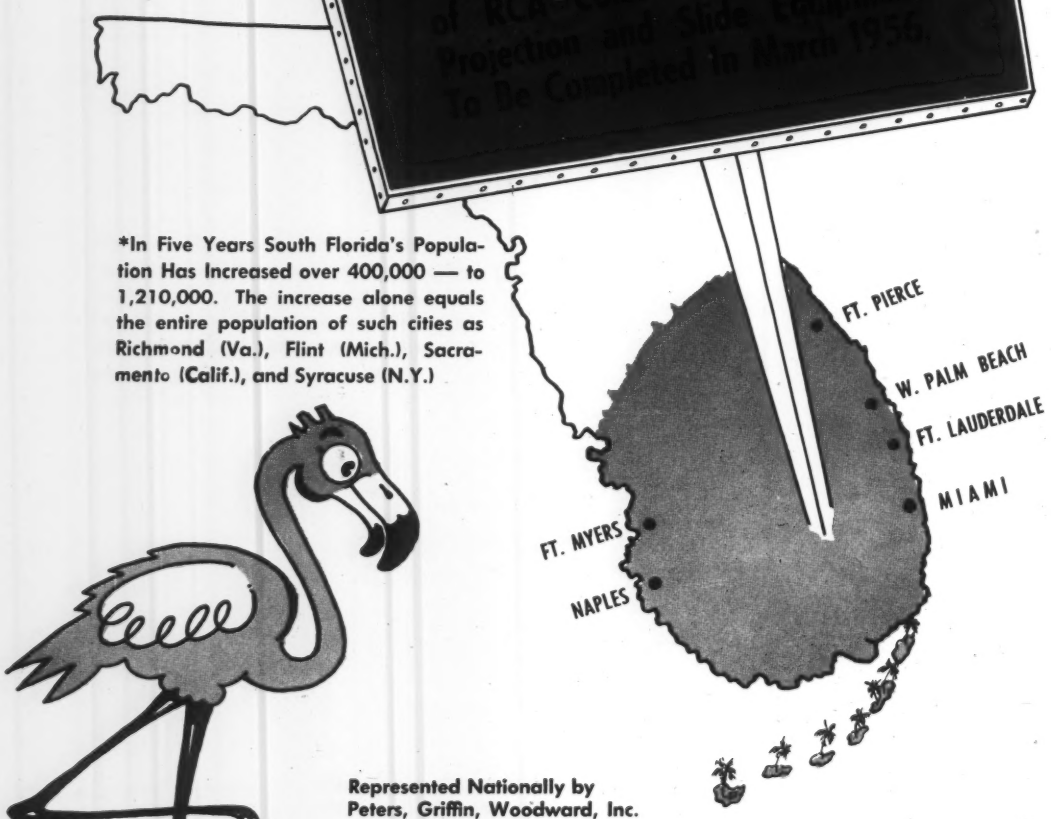

*In Five Years South Florida's Population Has Increased over 400,000 — to 1,210,000. The increase alone equals the entire population of such cities as Richmond (Va.), Flint (Mich.), Sacramento (Calif.), and Syracuse (N.Y.)

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CBS TELEVISION NETWORK

WTVJ Channel 4

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